

Next Month the APPLIANCE INDEX

CAN your customer get a certain make percolator in Baronial, Colonial or Tudor design?

WHAT information have you when she wants to know about a cleaner you do not stock?

DO YOU know what a certain refrigerator weighs packed?

WHAT are the price ranges on health lamps?

WHAT is the top area and oven capacity of a certain range?

These are a few of the questions that come up daily in an electrical store or department. And to answer them thousands of dealers keep the Appliance Index number of Electrical Merchandising (December) handy throughout the year.

Electrical Merchandising

The Business Magazine of the Electrical Trade

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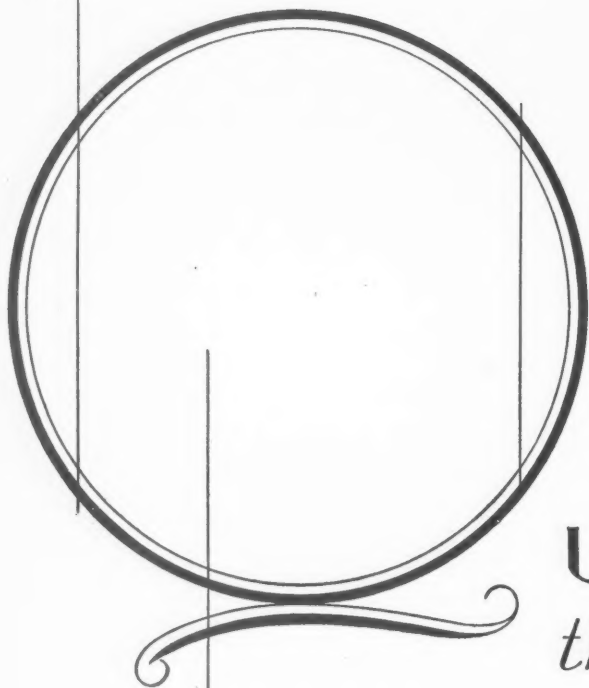
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NOVEMBER, 1929

Electrical Merchandising

O. H. CALDWELL,
Editor

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It's Being DONE

THE sales manager for a large manufacturer, one of the largest, sat at my desk recently and expressed himself very frankly on the electrical dealer as an outlet for his products.

In this manufacturer's line is a low-priced vacuum cleaner which the electrical trade have distributed in fair quantities. This sales manager, however, has discovered that instalment dealers in certain other lines have exhibited a capacity for moving quantities of these cleaners—such quantities in fact as to slow up his enthusiasm for the electrical dealer as a major outlet.



Here is one instance he gave me: In an eastern city of moderate size is a credit jeweler who had more capital at his command than he was using in the sale of engagement rings on instalments. Seeing no prospect of a boom in weddings, he looked around for merchandise to sell. In his opinion vacuum cleaners offered an opportunity.

He picked the cleaner he wanted, approached the manufacturer in question, and, get this, *asked* to be permitted to sell this appliance. The upshot was that the jeweler ordered a quantity of cleaners, took commanding space in the local newspapers to advertise them, offered terms of fifty cents down and six months to pay, played up the manufacturer's name and guarantee instead of his own and sold five hundred cleaners in record time. Since his first experiment this wedding ring merchandiser has put on two such special selling events, the last one disposing of a total of 1,200 cleaners. He is now creating a basement department handling electrical household equipment in connection with his regular line of diamonds, salad forks, and teething rings.



The elements involved in this operation are, first, sufficient capital to swing a quantity of merchandise on installments with a low down payment. Second, a collection machinery which brings in the

money. Third, the imagination and initiative of the merchant who put on the sale.

This is not a unique case. There are many other such customers on the books of this and other manufacturers. And there will, doubtless, be more. Credit houses, whether they are selling jewelry or clothing, furniture or phonographs, are merchants. To an increasing degree they are realizing that electrical appliances, especially in the lower price ranges, are merchandise. They see their opportunity in the fact that the public is more and more sold on electrical home equipment and that a product backed by the reputation of a recognized manufacturer and offered at a moderate price with a moderate down payment, will sell in quantities.

This lesson the electrical trade has not yet sufficiently learned. Nor has the electrical trade grasped the importance of having enough operating capital to handle this business.

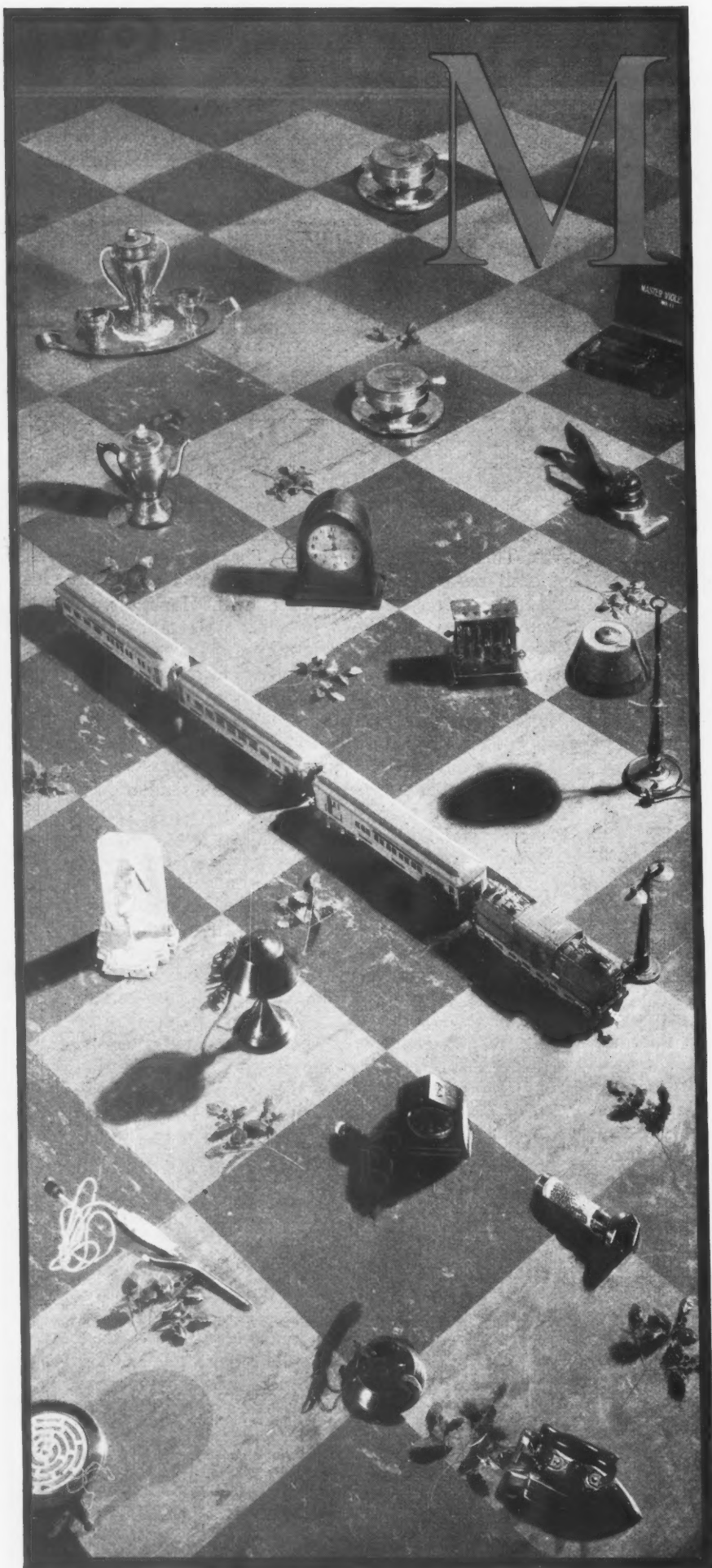
If the electrical man will solve this one matter of sufficient operating capital, much business can be his that will otherwise go to the jewelry man or the furniture store or the credit clothier across the street. In the changing conditions affecting all merchandising today the electrical man who does not prepare financially to handle a volume of lower priced merchandise on instalments is not only overlooking the possibilities of present profit, he is putting himself at a disadvantage in the competitive market.



No merchant today can afford to stand still. No merchant today can think in yesterday's terms.

The electrical merchant must be quick to sense the shifting preferences of the buying public. He must prepare financially to meet the changing conditions of appliance selling. The results will reflect themselves promptly in better profits and in greatly enhanced dealer stability.

MANAGING EDITOR



More

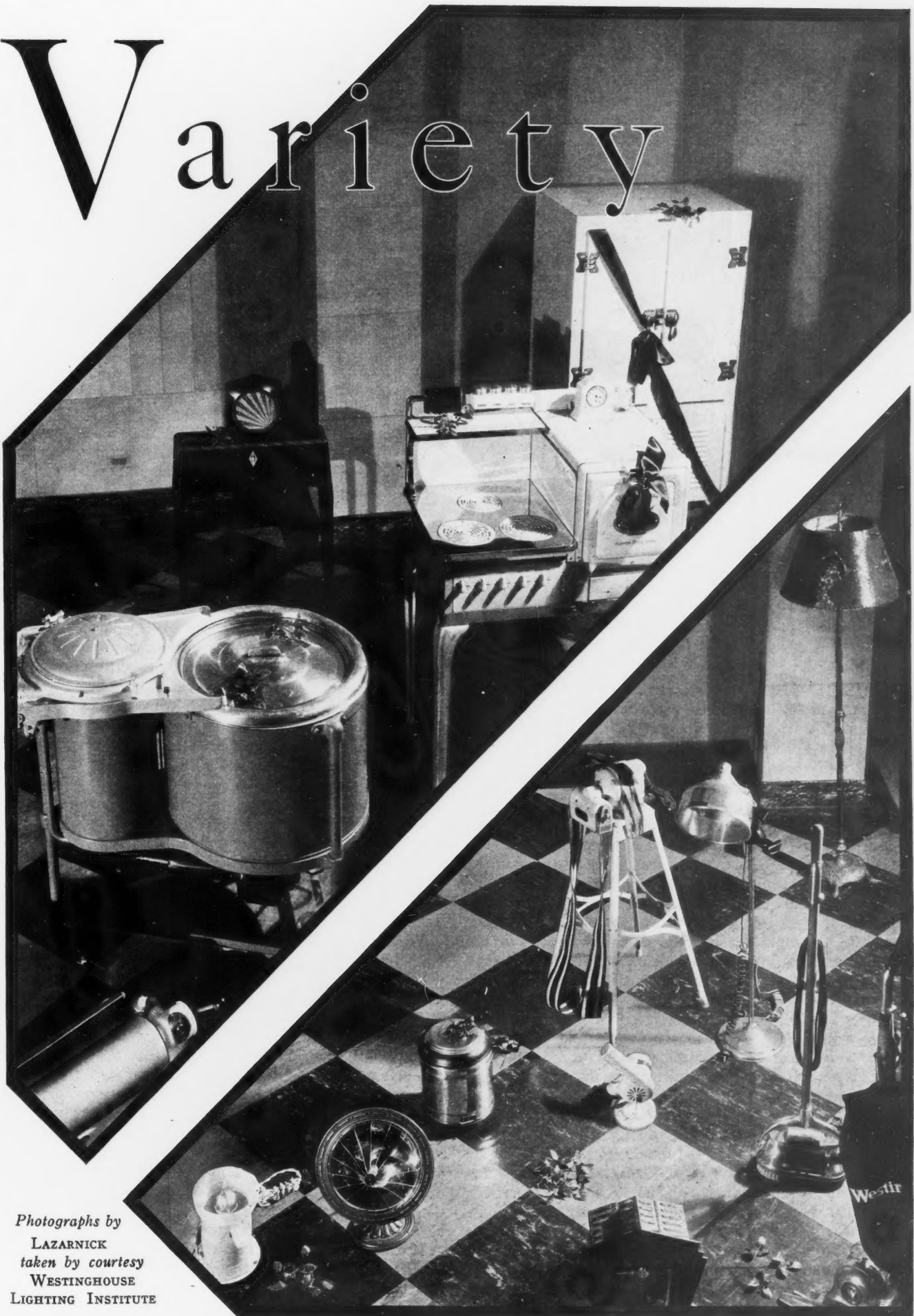
Electrical merchandise—a larger line with a wider appeal than ever before.

IT USED to be said that because electrical merchandise lacked variety the electrical merchant could not attract store traffic. This is all being changed today. New applications of electricity to home uses and new developments of old appliances together with new and attractive designs throughout the entire line have given our merchandise a variety and appeal which will make the well stocked electrical store or department of compelling interest to the Christmas shopper.

THERE is nothing in the electrical line that does not fit ideally into some one's Christmas list. Buyer interest just now is especially keen in health lamps and exercisers. Electric clocks are growing rapidly in favor. Heating appliances are ideal gifts and in both automatic and non-automatic types offer a wide choice of beautiful designs and finishes. The electric refrigerator is an ideal gift for the whole family. Radio will be on the Christmas list of thousands. The ambition of the younger generation to own an electric train will be widely indulged by prosperous parents. And there are innumerable common sense homes where the range, washer, ironer, cleaner and floor polisher will be the chosen evidences of holiday good will.

HOLIDAY business generally will be good and especially good for the electrical merchant whose store and advertising reflect the added variety of electrical goods this year.

Variety



Photographs by
LAZARNICK
taken by courtesy
WESTINGHOUSE
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"His arms loaded with cartons"

The Outside

Three Plans for

By Alan

the doors open and induced a genial, "what have you?"

Second, he made a few cents profit on fully one-half of his calls; a set for the tree here, a green porch lamp there, a red hall light at another place.

Third, he secured an entry, under the most favorable auspices, for the presentation of his main line.

Why?

Because he brought, not merely a profit-bearing product, but the light, the color—*The Spirit of Christmas*.

On the inside, working the wires, I found the same initial apathetic indifference. With

my chum's success on the outside, I switched to selling lamps over the phone, and with equal success for both side and main lines—until my indirect boss, the dealer, told me I was there to sell cleaners and nothing else but.

I reacted to that by asking the women if they were going to send a cleaner to their mothers for Christmas. The mothers of too many were dead and uncomfortable situations were created. Then I tried asking, "Are you going to send a cleaner home to the old folks?"

Open sesame! The appeal to a woman's husband is good—but the appeal to a mother's daughter is better. "The old folks at home"—there's Christmas spirit and Yuletide shackles in the thought.

We refined this plan, two or three weeks before the twenty-fifth, by digging up the marriage records for two years back, getting the addresses from the phone book, and either phoning for an appointment or going direct. In this case, we had young women who might need cleaners for their own use and who, in addition, had so recently left their girlhood homes that they were particularly susceptible to the urge to replace their own services with that of a new machine. In most of these cases, too, it was safe enough to make the "mother" appeal direct.

All in all, the pair of us had the biggest month of our careers, doubling our quota on cleaners, selling hundreds of lamps, two washers and three radio receivers—the five latter sales being placed through properly connected friends on a split-commission basis.

If this writer ever came close to being an electrical appliance dealer, it was that year. I thought the business was just about the biggest thing in forty-eight states and fifty-seven varieties of countries.

CUSTOMERS and salesmen, bent on Holiday buying or business, must often wonder why business places are so overwhelmed with ivy leaves and holly. The spirit of such places so often suggests that a mere holly-laden cash register would have adequately expressed the owner's good will to men.

And that doesn't apply solely to hoggishly greedy salesmanship either. For example:

Three years ago, a friend and I were selling an expensive cleaner. Christmas neared and, aware that the gorgeous opportunity called for something unusual, we racked our heads for a live seasonal angle—successfully, I may add.

Because I could reach twice as many people in the same time, I chose a telephone canvass in preference to outside work. He, without the clear voice essential to phoning, had to dig outside.

Now, we didn't want to look porcine, and we contacted with the soft-pedal means we used all year—with liberal references to the gift-propiety of our cleaner. Results weren't right; instinct told us that. My friend hit the reason first.

HE BOUGHT, out of his own pocket,—we had a single resale product—a small stock of tree lights and 25-watt green and red Mazdas. He buried his cleaner in his car and approached prospects' doors, his arms loaded with cartons and held plainly open, to be seen through the windows.

Simple though it seems, it was a stroke of genius. He killed exactly three birds with one stone.

First, he broke down all resistance to getting a hearing; sight of the package-laden man uniformly swung

Salesman

Cashes In On Christmas

Warming Cold Turkey

Streeter

There was just one thing lacking—and I think it's a mighty important thing for dealers to attend to: if you can't do it in the humane spirit of the season, then do it solely for your profit. But do it!

Make the sales force feel like working, for themselves and for you, by extending the Spirit of Christmas to them too. The dealer I have spoken of . . . Well! That old sour-belly's only Christmas chimes were on his cash register and, when that stopped working, the chimes stopped ringing.

The year before, I was selling automobiles for a large suburban dealer. In spite of the fact that the Holidays are the slowest days of the year for car dealers, my stars! what a spirited Christmas that man did give his own gang!

He started a month before the holiday by announcing a "Let's Talk Turkey" sales contest. And word was quietly passed that, win or lose the bigger prizes, *everybody* would at least "talk turkey" on Christmas Eve—and on the boss's check-book.

A LARGE outline drawing of a turkey was hung on the wall. It was "carved" with lines, each part representing a territorial subdivision; a "drumstick" for Arnold; another for Manley; "breast meat" for Streeter, and so on. The "neck" and "the part that went over the fence last" were unspecified territories, but they were promised to the two trailers!

Each morning, new entries covering the previous day's sales of the men were entered on their respective shares.



"I chose the telephone canvass"



"A large outline of a turkey was hung on the wall."

Nobody knew what the major prizes were going to be—nobody cared a single shoe-string what they would be. That tantalizing bird ahanging there, the dealer's personal infectious enthusiasm, and the right good will with which his sales manager backed him up and helped us out . . . between them they kept enthusiasm up in high C right up to the Big Day.

And *all* of that dealer's men carried the house's enthusiasm and Christmas good will out to their prospects and infected them with it.

There wasn't any of that "madame" here, and "madame" there that we hear in the appliance business. These men instinctively knew that names were given to persons to be used, and were put on doorbells to be read—and they both read and used them. The stilted and trite phrases of the workaday year went overboard, in many cases forever, and under the warmth of a kind and genial employer, his men became *human*.

I can't put it onto the record that immediately profitable results were secured; they weren't—the very season and nature of product were against it. But! The opening of the Spring automobile selling season found another story to tell. Many sales were directly traceable to that holiday campaign; many more resulted, undoubtedly, that were its aftermath, but untraceable.

The dealer, I might add, virtually doubled his volume over each of three successive years; it has since slowed up, but his increases are steady and progressive and he is doing a business out of all proportion to his overhead.

He Sets A

A one-man electrical business that has built profit and stability in six years. The second of a series of articles on the independent electrical merchant and his opportunities.

By O. Fred Rost

THIS is the story of George F. Babbitt.

It is a story that needs telling for a number of reasons, chiefly perhaps because George, who might be described as an average electrical dealer, has succeeded in making a success of his business in spite of all competition, with especial reference to the much-dreaded chain.

Perhaps George's success in the appliance business might be attributed, chiefly, to two important factors: first, he knew how to budget his expenses and his sales; second, he allowed no factor which would tend to increase his expenses beyond the allotted figures; and, third, he wisely chose a location for his business where people naturally shop—Main Street.

There is every reason why the electrical and radio merchant should invade Main Street. I refer to that Main Street which to the average buying public has meant chiefly Style-Street or Necessity-Street; the Main Street with which we have learned to associate well-dressed, brightly illuminated show windows, attractive interiors, and attentive well-trained sales persons.

The time has practically passed when the high-tension inhabitants of a Twentieth Century American city must be sold on the idea to "do it electrically." They know that electrical appliances and a radio set should be classed amongst necessities in our present-day mode of life. In other words, our market is—and has been—there, but oh, how lax Mr. Radio and Electrical dealer has been in studying it, and making the best of his opportunity!

There are all too few cities where a representative, high-class retail electrical store may be found in the same block with first-class clothing, shoe, stationery, or dry goods stores. Yet money can be, and is being, made as easily in the retailing of electrical and radio merchandise as in many other lines.

And, what is more important, chain drug stores, or 5, 10 and 25 cent and \$1.00 stores, cannot take from the electrical merchant his opportunities for success if he knows how to recognize and then apply the fundamental requirements of practical and profitable merchandising, and the peculiar characteristics of his opportunity.

But to succeed as a merchant of electrical and radio goods requires an extraordinary supply of energy and close application to the task.

You, who have wondered as to whether or not there is a real place on Main Street for a profitable Radio-Electrical Retail store, will be interested in hearing the story of a young Mr. Babbitt who, less than six years ago, backed up his convictions in the matter by putting his life savings into such a venture. Of course, I regret that I must call this young man Mr. Babbitt, because I would much rather call him by his right name, and publish the record of his performance over his own signature, but the "Mr. Babbitt" will have to suffice, for he is bashful, does not want to be bothered, and only laid his books open for my study, and gave me the desired information, *after* I promised him that I would not divulge either his name nor the city where he does business.

Now, of course I know numerous other successful electrical merchants who would probably welcome an opportunity of having their story appear in print. However, I chose to tell of Mr. Babbitt at this time, because his is just the case of an average business man, located in a moderate-sized New England city who with comparatively limited financial support went into the business of merchandising electrical and radio goods, and by close attention to the job and the use of good sense has worked his way to a permanent and respected place in the affairs of his native "Main Street."

MR. BABBITT launched his electrical and radio store late in 1923. He had worked as purchasing agent and general sales clerk for a local contractor, and had grown tired of working for someone else. His savings were not sufficient to start the kind of retail establishment that he had in mind, and he took in a partner who purchased a half interest.

The first thing they did was to secure the best store in the heart of the shopping district, and within a stone's throw of the Main Office of the Electric Light Company. This store has a good-sized show window on each side of the entrance. The windows and the entire salesroom are wired to make possible the display of electrical and radio merchandise under the most favorable conditions. All packing and unpacking of goods is done in the basement, where surplus stocks are also kept. The windows and showroom are always kept neat, clean and well lighted.

BUDGET *and* STICKS *to* IT



A budget is valuable in setting the limits of expense in relation to sales. It is not easy to abide by: the dealer is urged from all sides to buy more goods and increase operating expenses. It is only effective in proportion to the courage with which the dealer lives up to it.

At the very beginning, Mr. Babbitt established friendly contact with the Sales Department of the Electric Light Company and enlisted their co-operation, which he has enjoyed ever since. He cultivates the acquaintance of manufacturers' representatives, and makes the wholesalers' salesmen welcome whenever they call.

Mr. Babbitt always has refrained from handling other

than quality goods. He figures that cheap or inferior products might better be handled by chain and department stores, because such goods rarely help to create either a satisfied customer or a satisfactory profit margin. He has imbued his associates with the idea that by selling goods that may be depended upon to give satisfaction, and by giving the customers genuine and prompt service

whenever needed, he and they cannot help but succeed.

And the measure of their success has served to justify his contentions. Remember that he started from scratch less than six years ago. Yet this sixth year of his business existence will, without participation in any spectacular sales campaigns, without doing any installment selling, produce sales of nearly \$50,000. His gross profit will be in 1929 at least as much as it was in 1928, namely 38 per cent, and he expects to show a better net profit than ever before.

How does he do it?

First of all, he lays out for himself each year a budget, and manages somehow to *stick to it*, at least more closely than might be expected. He takes previous performance in sales, estimates expected sales for the ensuing year, figures 30 per cent gross income from those expected sales, and apportions that amount substantially as follows:

Rent	14.0 %
Pay Rolls of employees	22.2
Automobile expense	3.6
Insurance premiums	1.2
Advertising	3.6
Taxes (local)	1.1
Miscellaneous classifications	18.0
Personal salary	20.0
Net income	16.3
<hr/>	
Net income	100.0 %

Just how this procedure works out in practice is best illustrated by Mr. Babbitt's 1929 schedule. He estimated that he should obtain a volume of \$45,000. Figuring a 30 per cent gross profit, here is how he divided the resulting \$13,500.00:

Rent	\$2,000.00
Pay Rolls	3,068.00
Automobile Expenses	500.00
Insurance	178.00
Local Taxes	150.00
Advertising	500.00
Miscellaneous Classifications	2,195.00
Personal Salary	2,600.00
Net Income	2,309.00
<hr/>	
Net income	\$13,500.00

Against these figures, the actual performance during the first nine months showed actual expenditures somewhat ahead of estimates, but sales were proportionately increased. Incidentally, the month of September, 1929, was the largest month in the history of the business.

To avoid any misinterpretation of these figures, let me emphasize again that there is nothing unusual either in Mr. Babbitt, or the city in which he is located. But he has succeeded in arriving at a correct estimate of the things that he can and cannot do, and with the strength of conviction backs up his judgment.

He makes up his budget on the basis of an expected gross profit of 30 per cent, so as to have a fair margin of safety for absorbing the unexpected expenses and losses that occur when a business is not large enough to be highly organized. He believes that a small merchant can succeed only if he gives his personal and undivided attention to the business, and himself does it.

He refuses to handle any merchandise that does not

promise satisfaction to his customers and a profit to him. "If a profit can't be made, don't bother with the business," is his slogan.

He puts the interest of his customers ahead of all, but gives credit only when he knows beyond a reasonable doubt that he is going to get paid—soon!

He watches his business closely from the standpoint of maintaining a balance between the following three divisions:

- Group I. Electrical appliances, lamps, washing machines, etc.
- Group II. Radios and radio accessories.
- Group III. Lighting fixtures, portable lamps, etc.

EACH of these groups furnishes about one-third of his total sales volume, and he believes that it is good policy to keep his business in about that balance.

Of particular interest to me were Mr. Babbitt's thoughts on co-operation. The Electric Light Company in his city is fortunately one of those that extend a helping hand to the dealer. Merchandise bought for a special sale is available to dealers at a discount which provides a satisfactory profit, and enables them to furnish those appliances to their customers at the special sale price. Dealers need not stock washing machines or ranges, but receive a flat rate of compensation for any purchaser sent to the lighting company's office. Mr. Babbitt feels that such co-operation from the central station is extremely valuable, and has materially assisted him in forging ahead.

Although there are perhaps a dozen large wholesale houses operating in the territory, this dealer makes his purchases chiefly from two of them. He has found that he gets better attention, prompter service, and more valuable co-operation by concentrating his buying. Incidentally, he thinks that wholesalers should exert their efforts toward keeping inefficient and financially dubious individuals from starting in the business, by refraining from granting credit or extending dealers' prices to such persons.

IN ORDER to appraise the soundness of the practices which Mr. Babbitt has employed, we should of course like to know just how much money he has made, but there he drew the line on permitting exact figures to be published. However, here are some facts that will help us to measure his progress:

After carrying for over four years the burden of a "silent partner," whose name, however, appeared each week on the pay-roll, Mr. Babbitt bought him out, and now he and his wife own the business. Remember that less than six years ago that same Mr. Babbitt did not have enough money to start that business without help.

Also Mr. Babbitt has bought with some of his money stock of the Central Station, and other outside securities, "just to have a little something invested outside of the business."

Quiet and unassuming is this Mr. Babbitt, but once he decided to become a merchant of Electrical and Radio Goods, he charted his course and by everlastingly sticking at it he has succeeded, not only in rendering a real service to the public of his community, but in building up for himself a profitable business. Would that there were more dealers like this Mr. Babbitt, so that Main Street of every community might boast at least one up-to-date Electrical and Radio Store. There is plenty of opportunity for them.

50% BUY

Vacuum cleaner rental plan builds purchasers for the Cahn-Forrester Electric Company.

FOR some time the Cahn-Forrester Electric Company of Denver, Colorado, has rented vacuum cleaners with the idea that this was an improved form of demonstration, being made at the request of the prospect, with the vacuum cleaner performing an actual needed service under conditions of normal household use and hence receiving full appreciation and with the customer paying the expenses of the experiment.

When the company first started this method of developing sales, they had had no experience and hence no means of knowing what was the best price to charge, whether a deposit should be required, how best to handle the delivery and the mechanism of the department, or how to follow up rentals in order to encourage the buying of the machine.

They started out by charging a dollar a day for the use of the machines, but it soon became clear that this price was too high. Not enough people rented machines at this figure and those who did were too critical.

The next experiment was to charge 25 cents per day rental. It was expected that this would greatly increase the number of machines in the field. So it did—in fact the rental department soon grew to the number of 40 machines in almost constant use. At the price of 25 cents, however, there was very little profit in rentals and not sufficient leeway to permit of spending much time keeping the machines in order.

THE third experiment was that of charging 50 cents for the rental of machines. At the same time the number in circulation was reduced from forty to eighteen. A young man was hired to give his after school hours and Saturdays to care for the machines. The profit at this rental is sufficient to make it worth while to keep the cleaners in perfect condition. Each is oiled and tested and placed in perfect condition before it is again placed in use. The department is making money.

All rental machines are called for and returned by the customer. This saves considerable additional expense on the part of the company, does away with any possibility of dissatisfaction on account of delay in delivery and furthermore, brings the customer into the store where it is possible to learn of any particular satisfaction or interest in the machine which might lead to later



Galloway

purchase. Were the store to call for the equipment at the home, the contact would in all probability not be with the housewife. As it is, special note is made of any favorable comments and the name of the renter is placed on a prospect card. Records show that one out of every two renters eventually buys a machine from the Cahn-Forrester Company.

No deposit on rentals is required. The customer on applying for a machine, leaves name and address and the first day's rental charge. The hour of withdrawal is then stamped on the card, much as it is on checks in parcel rooms. The machine is then due twenty-four hours from the hour stamped. No trouble has been experienced from this system. In eighteen years of rentals but one sweeper has ever been stolen. Cards are watched carefully, however, and in case the sweeper is not on hand within thirty-six hours after it has been withdrawn, a salesman is sent out to investigate.

The stock of vacuum cleaners used for rental purposes is renewed every six months. That is to say, a card record is kept of every sweeper and when it is six months' old it is withdrawn and replaced with new equipment. The old machine is then reconditioned and sold at a reduced price. This means that the sweepers in the rental department are always comparatively new in appearance and operation and also that the old equipment is not dilapidated that it is not in good condition for re-sale. A little calculation will show that if the sweeper has been out but half time during the six months' period, it will have brought in in the neighborhood of \$37, plus whatever is obtained when it is later sold. Usually the equipment is in use far more constantly than this.

Experience has shown that most persons renting sweepers will rent a machine about once a week at 50 cents a day. Each company must determine its own number of machines to be used for this purpose.

New Ideas in Christmas

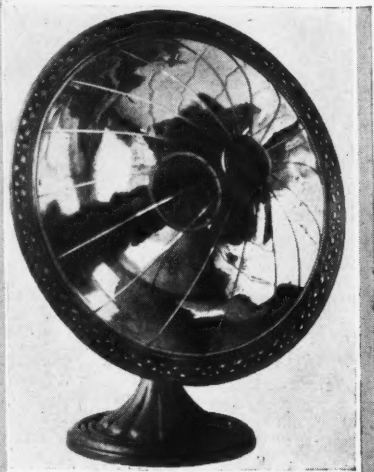
*Nineteen Christmas
newest electrical*



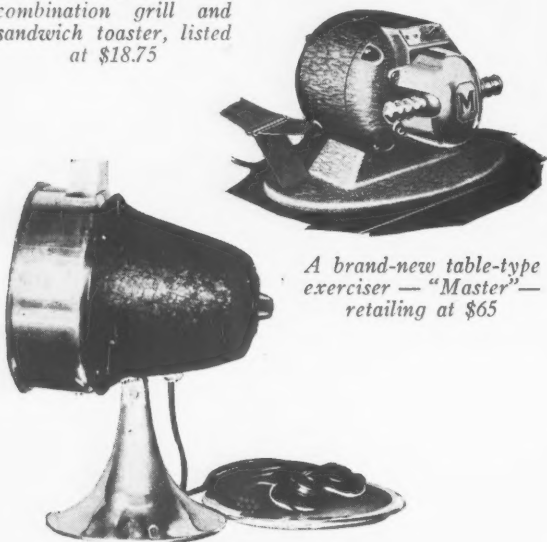
The "Auto-Grill" — a combination grill and sandwich toaster, listed at \$18.75



Delicately lovely lamp from Frankart, about \$15



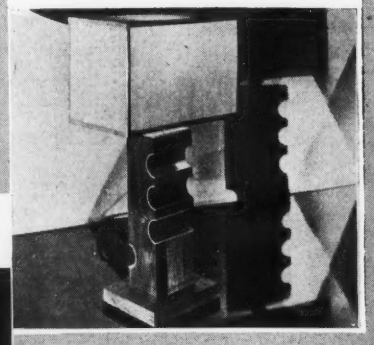
New Westinghouse 1,000-watt heater, \$10



A brand-new table-type exerciser — "Master" — retailing at \$65



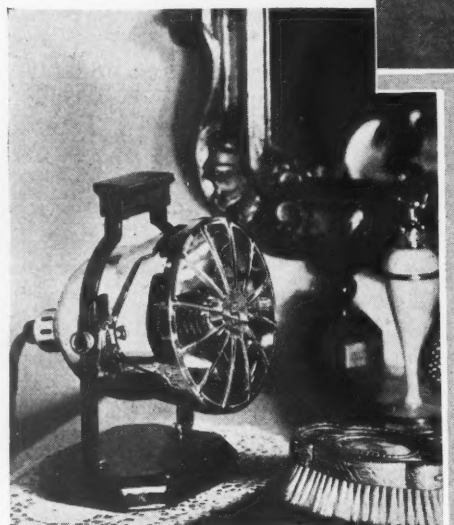
Lamp whose base contains signs of Zodiac, \$34.50. Miller Co.



For those who like a "different" lamp here is a Desk-Vollmer modernistic creation, \$24



For use with "Hoover" attachments, the new "Hoover Duster," \$29.50



Small and graceful enough for any dressing table, is this combination "Sunbeam" hair dryer and heater, \$6.50

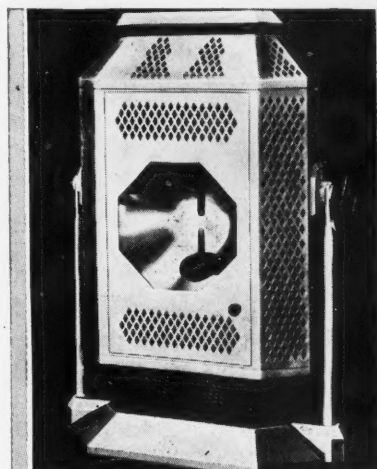


Refrigerator dishes of softly-shaded "Ambisco" pottery. Set of three, about \$1.25

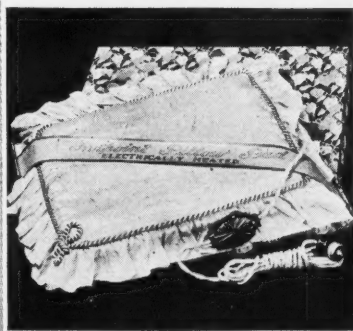
All prices given on these pages are retail

Giftwares

*gift selections from
merchandise*



New table model of "Eveready" sun lamp, \$59.50



Something new in heating pads is this "Hotpoint" pillow pad of soft blue silk, retailing at \$12.50

Lovely new model of "Edicraft Siphonator" in chromium finish. Six-cup size, with creamer, sugar bowl and tray, \$87.50

For additional new appliances see pages 101 to 106



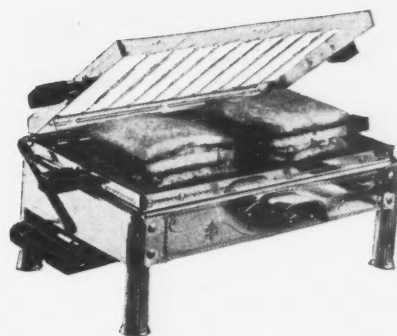
This unique little "Arcalite" cigar lighter retails for \$10



A hand-wrought iron stand supports this pottery lamp, \$22.50



For extra help in the kitchen, here is a "Dor-meyer" beater and mixer, \$24.50



"Sunbeam" toaster in new and handsome design makes delicious toasted sandwiches, \$8



"Premier Spic-Span" is always an acceptable gift, \$14.50



One of the newest "Hotpoint" items—modernistic chromium waffle iron, \$18.50



They Know

WHAT

*Main factors of public
guide the dealer in buy*

In 1925 They WANTED
Distance, Volume, Price and Tone



RADIO business is good. So good in fact as to top last year's business by thirty per cent in many localities. And because they have prepared for it this year many electrical merchants are obtaining a larger share of the total radio business than in past seasons.

To aid the dealer in determining type and price ranges of his current radio stock, we have borrowed for publication from *Radio Retailing* (*Electrical Merchandising's* brother publication) the results of two studies made recently to determine the best selling types and price ranges in radio sets. The first of these studies had to do with the characteristics of the type of sets which had the greatest public preference. A thousand merchants scattered throughout the country gave their opinion on what the public wants and the results showing considerable change in the order of preference from former years are summarized as follows:

Quality of production, or tone, always an important factor, is placed today at the top of the list as the greatest factor affecting the public's choice of a radio set.

Price is second in order of factors affecting the sale. Price trends are rather lower this year and, as will be shown further down, have fallen into certain definite groups in the order of their appropriate importance. This factor should be closely studied by the merchant, since he should have sets in the popular price ranges. It determines his buying for a well balanced stock. It gives him also a proportionate stock in the prices above and below the most popular prices. It is significant that the public are buying not on price first.

Selectivity, due to the greater number of broadcasting stations in operation today, these thousand dealers placed selectivity in a set as the third most important factor.

Appearance ranks after the three other more important considerations. Furniture design as applied to radio has made rapid strides and there has been a commendable tendency on the part of manufacturers to produce a few excellent designs in radio sets rather than multiplicity of furniture models which distract the customer and make for hesitant choice. Another reason why appearance cannot be overlooked is that women are more and more choosing the family radio receiver. Not only must the appearance of the product be such as to meet her critical views, but the shop in which she buys must reflect neatness and order, if not luxury of appointments.

Reputation of the manufacturer is given fifth place in the order of importance.

IN CONSIDERING some of these factors, it may surprise many technically-minded men to know that the improvement of screen grid tube is at the bottom of the list. There is still doubt in the public's mind, apparently, as to the nature of screen grid and what it will do. Many customers ask if the screen grid tube improves the tone and operation of the receiver. They seem less interested in technical developments than in the past, unless the result of the technical development makes a striking change in the operation or tone of the receiver. Little interest is shown too in either remote control or automatic tuning.

It is interesting to note that factors that influenced a purchase in the past, such as simplicity of control, volume and especially distance-getting, have almost ceased to have any effect on public demand. They are accepted as a matter of course and are not em-

They WANT

*preference that should
ing radio merchandise.*



In 1929 They WANT Tone, Price, Selectivity, Appearance

phasized either in the promotional advertising of the manufacturers or in the minds of the public.

The second study made in fifty communities and through nine states, involving interviews with some 250 dealers, revealed some important guiding principles in the selection of stock.

The tendency to handle a diversity of brands is marked. Approximately 170 out of 250 dealers handle four or more brands of radio sets. Each one of the dealers had, however, one or two best selling lines which they were pushing, the other lines being either less aggressively handled or stocked for the purpose of affording variety of choice. Successful dealers frequently adopt as their policy the stocking of a number of wanted brands and represent to the customer that they are in business to help the customer buy rather than sell the customer a set which the dealer is trying to push. This policy of helpful selection rather than high-pressure selling makes an especial appeal to the better class of purchaser. In the long run this means lower collection costs, a smaller percentage of reverts and better profits.

The reasons given by these 250 dealers why sales are greatest on the types of sets they handle, are especially interesting:

In the tabulation of factors affecting sales, *advertising* comes first, about a 25 per cent choice; *price*, second only to advertising, would represent a choice of 20 per cent in a weighted average. *Performance* of the set was placed third, almost an equal factor with the price. *Tone* was fourth choice and *appearance* of the set fifth.

SALES policy of the manufacturer ranks high among the reasons why the dealers prefer to sell a particular brand of set. Advertising here, too, plays an important part, dealers preferring the widely advertised merchandise as being the easiest to sell.



It is interesting to note that the older established products maintain their market position, although this year at least one new set has thus far made a remarkable success both with the public and with the trade.

Ease of servicing is not stressed by these dealers as important in influencing their choice of a particular make. This indicates that due to technical improvements service is not a great problem and also that dealers have set up smoothly running service organizations, making service less burdensome on both time and profits.

Radio is furniture today quite as much as it is a technical product.

Preference of dealers consulted was very marked for a receiver chassis shipped assembled with the furniture cabinet. 218 out of 256 stated that they would prefer the set shipped assembled.

Dealers prefer that furniture models be few in number. 217 out of 256 dealers stated such a preference. A large variety of models means often an overbalanced inventory, large display space and a tendency on the part of the purchaser to hesitate over a selection of furniture models.

In price ranges the most wanted types fall into three very clearly marked classes. About 20 per cent of all radio set sales today are on receivers between \$70 and \$118. The second group accounts for approximately 65 per cent of the business and is on sets priced between \$119 and \$150. The third price range, from \$151 to \$600, will take up the remaining 15 per cent.

Electric

*Wide range of models and price
in merchandise that adds distinc-
tion to the holiday line.*

By
*Florence
R.
Clauss*

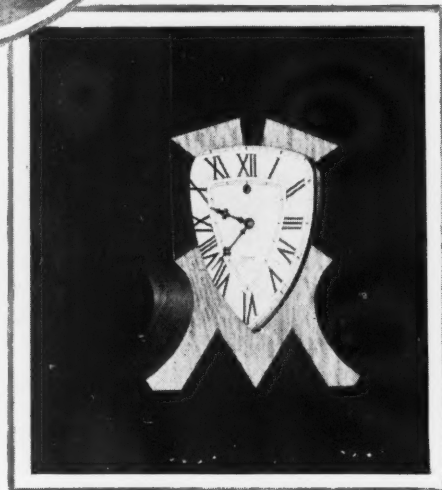
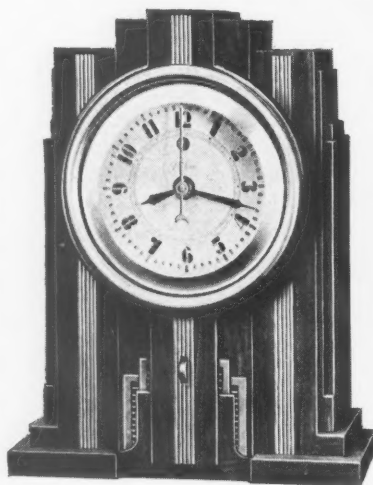
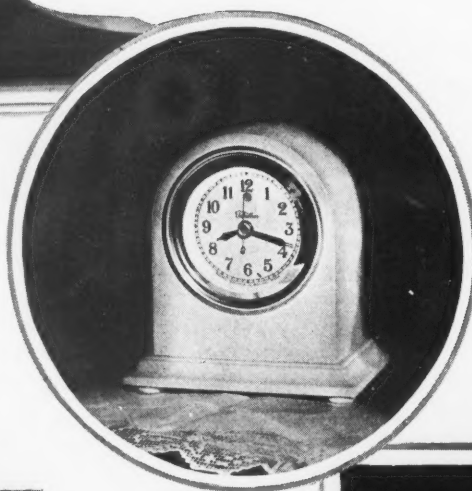
AT THIS time of year, with the first touch of frost and the promise of colder weather to come, one's thoughts naturally turn to Christmas. And Christmas, to every man, woman and child is synonymous with gifts and gift-giving. Very soon, in shops and streets, in newspapers and magazines, will appear the familiar holly and fir, and the Christmas shopping season will be in full swing once more.

As an ideal Christmas gift, one that is always acceptable whether it is a duplication of another gift or not, we recommend the electric clock. A home can use as many electric clocks as it has rooms. "A Clock for Every Room!" might be adopted as a slogan not only for the Christmas season but all year round in a concentrated sales effort to place at least one electric clock in every wired home.

The electric clock, for many reasons, has developed into a very alluring item of merchandise. First, being a household article and a decorative one at that, it appeals to the woman of the home; to the man of the home it appeals because of its time-keeping facilities. Second,

Some of the newest offerings of the electric clockmakers. At the upper left is a strike clock of the electrically-wound, pendulum type. The other three clocks are of the synchronous type, the one above having an illuminated dial and the one in modernistic case at the left being an electric alarm clock.

it is completely without competition in the clock field, for a home, although already boasting two dozen and one non-electric clocks, is still a prospect for one or more electric clocks. At the Electrical Exposition recently held in New York, a well-known clergyman, upon viewing the display of one of the large electric clock manufacturers declared that although he already possessed seventeen clocks, (Think of having to wind



Clocks *for Christmas Selling*

seventeen clocks! he said) he would ask the Mrs. as soon as he reached home to come down the next day and select an electric clock. Third, the market is unlimited, for it is difficult to visualize a situation in which wired homes are over-supplied with electrical timepieces. And fourth, the electric clock is an over-the-counter article of merchandise, requiring little demonstration to sell and presents practically no service problem whatever. As a load-building item, the electric clock, individually, is nil but with several million electric clocks added to the lines, the revenue derived is not as small as, on first thought, one might expect.

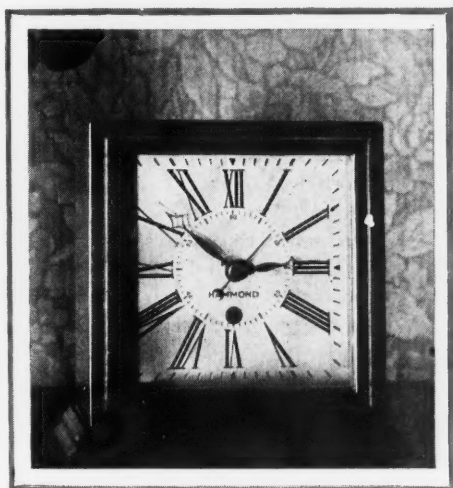
This article, of course, is written with direct reference to the home clock market but the possibilities of the commercial clock sales in offices, stores, schools and institutions must not be overlooked. This is an older market and has received much more attention than the great, unexplored and practically untouched home market.

There is available in the electric clock field a wide choice of models from which a dealer may choose his stock. Technically speaking there are three types of electric clock, for the battery clock has been called by its manufacturers an "electric" clock. One manufacturer of battery clocks has now brought out an electric resistance unit for use in this clock, in place of the

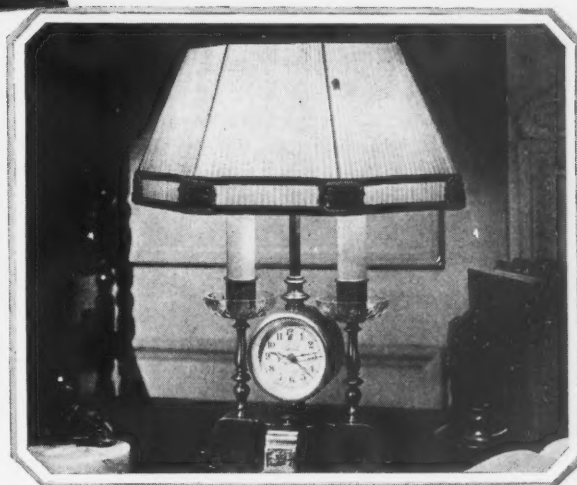
as "Telechron," "Revere-Telechron," "Hammond," and "Kenmore." Among the electrically-wound clocks are the "Herschede" and the "Hamilton-Sangamo," which, however, at the present time are sold only through the jewelry trade, the "Seth Thomas" and the "Landis & Gyr." Foremost in the battery-operated clock field are the "Poole" (which may be equipped with the electric unit) and the "Ato," a French clock.

Synchronous clocks operate on alternating current only; direct-current clocks are offered in the electrically-wound models only. Battery clocks, using dry cells, are, of course, independent of electricity supply.

In the electrically-wound clocks there are two types—those with lever movement and those with pendulum movement. The lever escapement type of clock has been recommended by manufacturers for use where the clock is to be placed on a movable piece of furniture; the pendulum type is best suited to use on the mantel or other level surface where the clock is seldom moved. For most efficient operation, the pendulum type clock must be placed on a true level surface. As you know, the electrically-wound clock is similar in construction to the ordinary, non-electric clock, with the exception that the spring is wound by means of a small electric motor. In some models of electrically-wound chiming clocks, two motors are used: One winds the main spring and the other motor oper-



No gift betokens more thoughtfulness in selection or expresses more friendliness than a clock. And there are so many models from which one may choose—strike and chime clocks of mantel or floor type, with case to harmonize with any interior decoration. Cherished old clocks, too, that have outlived their "works" can be electrified and again be put to use.



ordinary dry cells, so that the clock therefore may be operated direct from the lighting circuit.

THE two main classifications of electric clock are first, those operated by a synchronous motor and second, those electrically-wound. Of the former, known as the synchronous type, there are such representatives

ates the strike. In another well-known chiming clock, one small motor winds the time spring and operates the chime and strike direct. Non-chiming clocks use but one motor.

Synchronous clocks, on the other hand, contain no springs, escapements, no jeweled bearings or pendulum. Instead, a miniature electric motor, revolving steadily,

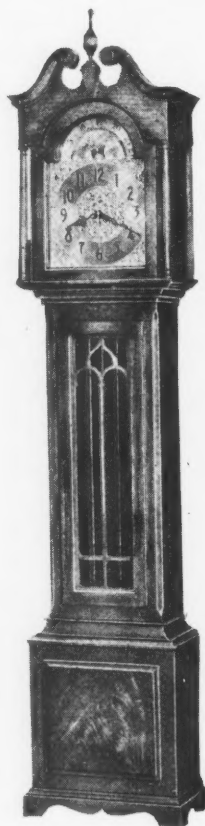
uniformly and silently, drives the usual hour, minute and second hands. This motor operates at a fixed and predetermined speed by impulses from the lighting circuit—from an a.c. circuit only. These clocks can be operated on those lines only where the impulses have been regulated at the power station. At this station is installed a master clock, by means of which the operators compare the speed of their turbine generators with standard time signals broadcast from the U. S. Naval Radio Station. With this type of clock, operation is interrupted by a break or fluctuation of any kind in the circuit. In case of an interruption, the small disc in the dial of the clock, which, under ordinary conditions, is white, turns red, warning that a loss of time has occurred and the clock must be checked for correct time. In the one or two instances I have observed, when my own pet clock showed red, the loss of time was less than a minute! One type of synchronous clock is self-starting after a break has occurred in the current while others must be started by hand, by the turn of a small knob at the back of the clock. In some models, seconds are indicated by a sweep second hand; in others the number of seconds appears in a disc on the dial of the clock. These clocks are extremely reliable and the loss of time through current interruptions (except in cases of severe storm or break in the line) is scarcely enough to be mentioned. As pointed out previously, however, these clocks can be operated only where the current is regulated for such service at the power house. This service by central stations is rapidly being provided by electric companies all over the country. The electrically-wound clocks are made to operate from six to twenty-four hours after a break in the current or after disconnection. This type of clock, it is declared, will vary not more than 30 seconds a week.

CHIMING and striking models of electric clock are offered in both the synchronous and electrically-wound types. The chime clocks are the ne plus ultra of the clockmaker's art. They are exquisite indeed, both from operating and decorative standpoints. There is a friendliness and a charm about a chiming clock that can never be expressed by any other household adornment. In the still of night, the chime of the clock seems to give testimony of its faithfulness, of its constant effort to serve!

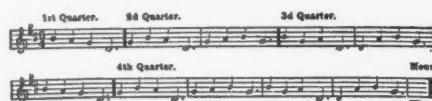
NEXT to importance of mechanism and time-keeping qualities is the matter of the clock case. In selecting a clock, the purchaser must really make two choices—that of the "works" and that of the case. The same care must be given in choosing a clock case as in selecting a piece of furniture or a picture. A clock is a decoration and must therefore fit into the decorative background of a room. The matter of case selection has been considerably simplified for electric clock purchasers by electric clock manufacturers. These manufacturers, as

can be seen readily from their booklets and catalogs, have most carefully chosen the clock cases that house the clock mechanisms. In looking through the literature issued by clock manufacturers I was struck with the fact that practically every design of case offered by them is of authentic design, quiet and dignified in line and altogether, a household decoration that adds grace to the room in which it is placed. There are also models for every decorative scheme—for the formal and typically period room.

One may find floor-type clocks in cases as large as 106 in. high, in Italian Renaissance design, for the elaborate home, hotel or institution; other large models in Louis XIV, Gothic, Georgian, Colonial, Sheraton, Queen Anne, 18th Century English; smaller floor models, 82 in. high and less in similar period models; and the small "Grandmother" clocks, 72 in. and less in height. Mantel clocks, likewise, are offered in such exquisite period designs as Charles II, Louis XVI, Chippendale, Adam, Gothic, Queen Anne, Colonial and even Moderne. One manufacturer is offering reproductions of famous old clock cases, faithfully copied by expert craftsmen. In the less formal designs are desk, boudoir and mantel clocks in a choice of designs and finishes. Truly, there is a clock for every room!



*"Lord, through this hour,
"Be Thou our guide
"So, by Thy power,
"No foot shall slide."*



The most universally loved of all chimes are the Westminster. Do you know the message these chimes bring? Here it is.

CASES are of metal, wood and bakelite. Some clocks have cases of solid cast bronze, massive and magnificent; metal cases in verde antique finish; and wooden cases of fine Honduras mahogany, satinwood, rosewood, walnut, Amboyna burl, redwood burl and maple burl and other choice veneers. Some clocks have wooden cases in bright, colorful lacquer finish while more than one manufacturer is offering a popular-priced special model of clock with bakelite case.

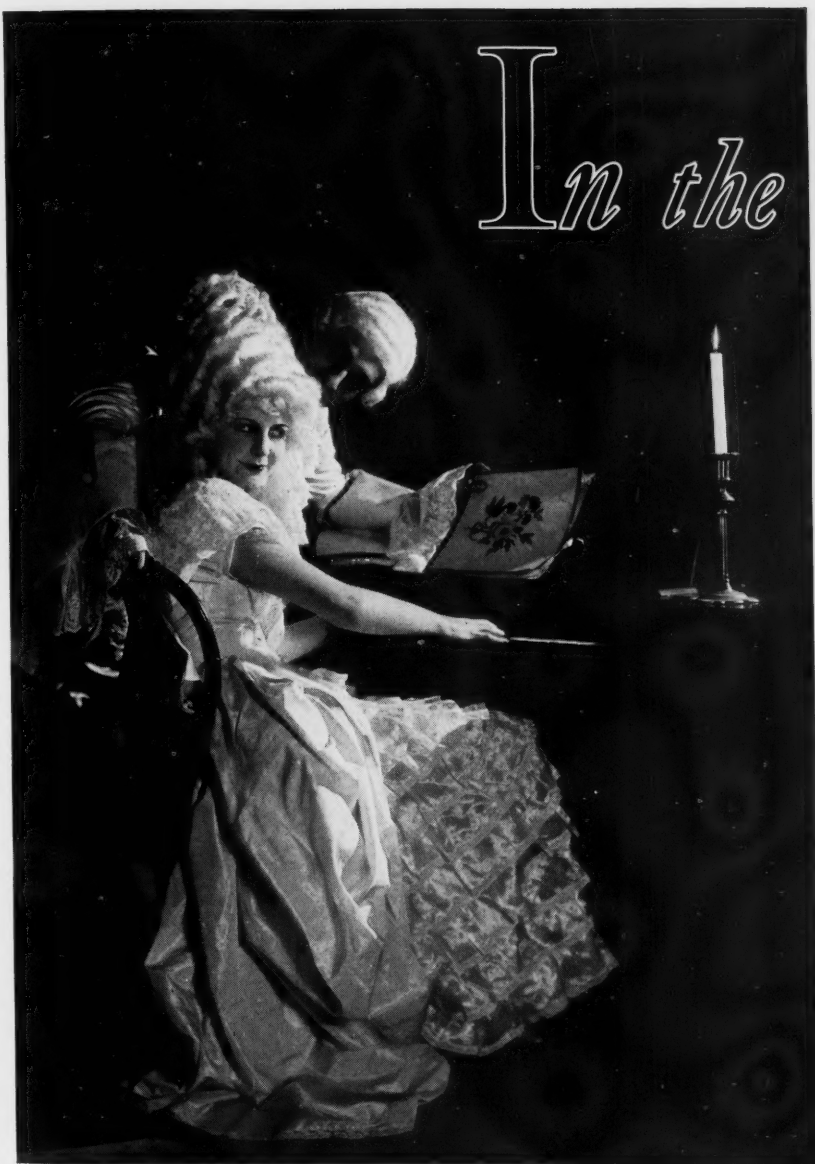
One of the latest additions to the clock market is the electric alarm clock ("Telechron"). This company also makes a clock with illuminated dial, serving as a decorative note and also as a dial light. Prices range from about \$9.75 up. There are small items like dials hand-pierced and hand-engraved with gold-plated corners and center ornaments, moon dials, borrowed from ancient clock makers, special pendulums and other refinements that add to costs.

The moon dial mentioned above indicates the moon phases and shows a very appropriate sea and landscape scene, together with two moons painted in artistic perspective. As the moon face appears over the left, or Western Hemisphere, the quarters of the new moon come into view as

the disc progresses, until the moon is clear of the Western Hemisphere when it is full. Then the moon disappears back of the right or Eastern Hemisphere.

In the electric clock the trade has a product that is definitely needed in every wired home. There are models of clocks, like models of automobiles, for—(excuse the triteness)—"every purse." Our slogan is "An Electric Clock for Every Room!"

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In the GOOD OLD DAYS—

They Lived
in the
DARK

In 1729

The centuries lit by candle light were stately and gracious in manner as in costume. There was a good deal of romance (obsolete term for necking) after sundown because there wasn't light enough for anything else.

In 1629

When Priscilla made her celebrated wise crack to John Alden, the historic scene was lit by a "Betty" lamp. It was cast iron, had a covered oil pan and smoked (Priscilla didn't).



R_x



LAZARNICK

JUNE *Sunshine* for Christmas

AS a gift for the whole family, high in the favor of the public this year, are the lamps that bring the summer sun to indoor winter days.

small appliances in the home. Part of his training for the position has included a course in making simple repairs to household appliances, most of which involve difficulties with the cord. This develops also out of his back door contacts. He finds occasion to ask about some appliance he notices is not in regular use, or makes a special call (at the back door) to ask the lady of the house if she has any appliances out of order.

Some of these repairs he is able to care for on the spot—for others, he diagnoses the case and brings the necessary part on a subsequent trip. Others he takes into the shop or has sent for at the housewife's convenience. No charge is made for the labor involved in this, the only expense to the housewife being that for materials.

This service rendered gratis is gratefully accepted by both maid and mistress. The company's representative gradually comes to be regarded as the customer's representative as well, looking out for his district's interests with the company, and, on the other hand, seeing that his householders get their full benefits in service. Besides this element of building good will, the repair service also, of course, restores many an idle appliance to its proper function of consuming current.

During this process of putting the household's equipment into good repair, gaps will be noted in the list of appliances owned. A worn-out piece of equipment suggests the need for its replacement by a new one. The company's representative has turned himself into a salesman. Here, too, he takes the stand that he is the customer's purchasing agent with the company, rather than a salesman merely trying to build up a record of commissions. In other words, through his knowledge of the customer's home conditions and needs, he analyzes what the household should possess from an electrical standpoint. Sales are made with due regard to the owner's purse and interests and no attempts are made to force other sales. The fact that the representative is paid on a straight salary basis without commissions makes this relationship possible. Satisfactory service from the company's standpoint is assured by the caliber of men employed and by the fact that they appreciate that their salary will be commensurate with their success in building up their respective districts.

It is to be noted that all of these contacts are made by the way of the back door. The meterman applying at the rear door comes on accredited business and is assured of a friendly reception. The initial acquaintance with maid and mistress is made in a simple and natural way. When later this meterman performs other functions, his welcome is unimpaired, for he performs them in the name of friendly services. The fact that the housewife has trained her maid to turn all salesmen away from the front door does not mean that she is not interested in making purchases such as these representatives may have to offer. She is merely defending herself against what to her has become an offense. When the contact comes naturally she does not erect her barriers and indeed, is no more impervious than she used to be to the arguments of a good salesman.

The district representative, of course, is not fortunate enough to see the housewife every time he calls to read a meter, to make a repair or to collect a bill, but he makes occasion to do her favors and to find some reason for her seeing him at least half the time. When he calls at the back door with a new sales proposition in which he feels sure she will be interested, the maid is glad to report the matter to her mistress, and the lady of the

house is generally willing to hear what he has to say.

In practice, the system has worked out with considerable success.

Meter reading under this method has proved more accurate and less a source of customer friction than ever before. About 50 meters are read a day, usually in the mornings, when the call is likely to find the housewife at home. She is often in the kitchen at this time where she can be seen and where appointments can be made for afternoon or later calls to take up other matters. This average, for five days a week, nicely covers the less than 1,000 meters which make up one district.

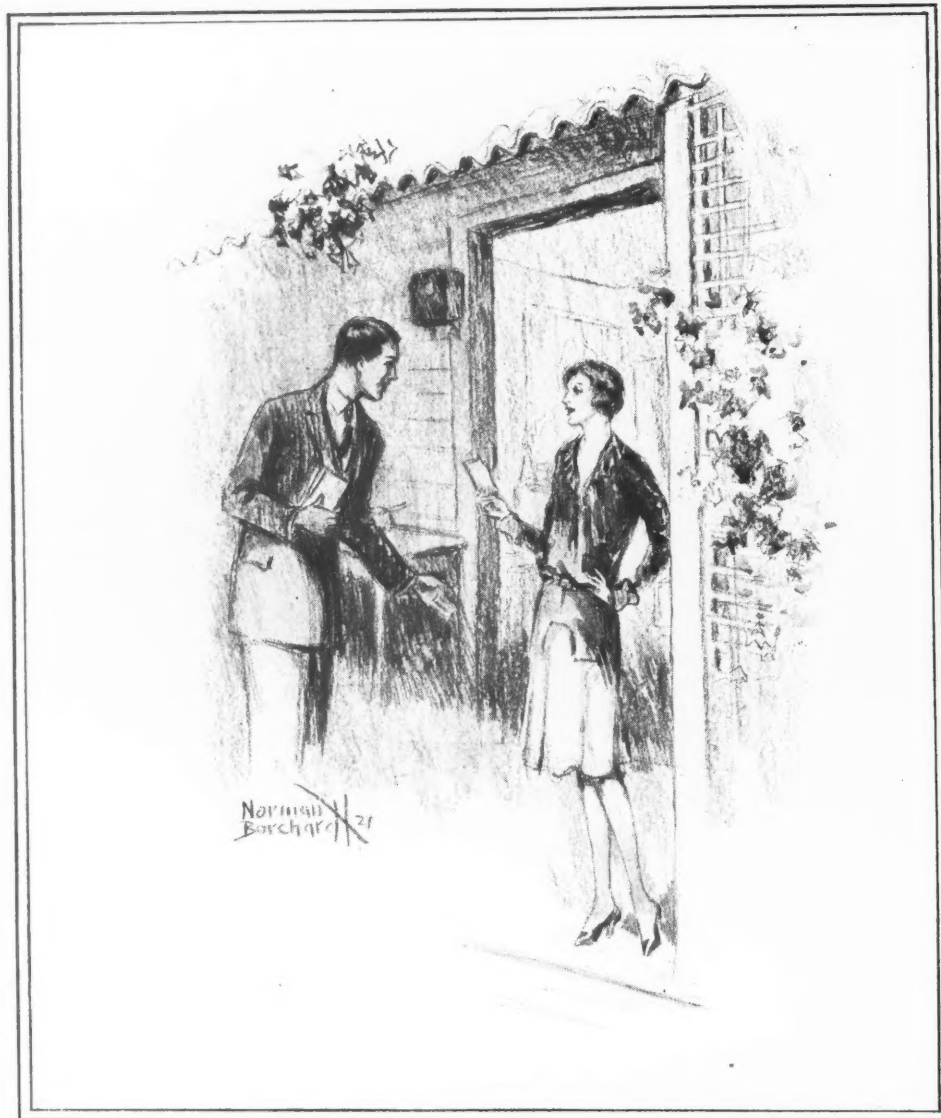
There had been some fear expressed that a man whose mind was on other matters might fail of accuracy, but this has not been the case. To begin with, the caliber of the men engaged in this work has been considerably higher than those usually employed in meter-reading service and it is to be expected that their work would be more intelligent. Moreover, the fact that any complaints later made would also fall to their lot for adjustment has led to a greater care in checking figures. The district representative knows the home; he is familiar with the size of the family and the number of appliances used; and his visits have been frequent enough to disclose to him any unusual conditions which might affect the use of electricity. In consequence, when the figures of the meter readings for the month do not seem reasonable he knows enough to investigate for himself and to make the correction or to report a faulty meter before it ever comes to the attention of the customer. Complaints on the score of incorrect billings have been reduced to a minimum under the operation of this plan.

Bill collections have also improved. The customer who knows that she must deal with this same man who brings her bill in all her other relationships with the company has not the face to put him off with a false plea. Nor can she refuse to pay until an adjustment is made, because the man with whom she is dealing is the one to make the adjustment. On the other hand, the district representative through his familiarity with the household knows when an adjustment is necessary.

The volume of sales made by way of the back door since this plan went into effect as compared with those made previously at the front entrance to the home shows a remarkable increase. Although the district representatives devote not more than one-third of their time to selling, the record shows that they have sold far more merchandise in the same period than did the same number of former salesmen who devote their entire time to the task.

It has been found also that reduced prices or premiums given with electrical merchandise to encourage its sale are no longer necessary. Once the company's representative has secured the confidence of his clientele, the sales contacts between them thereafter are on the natural and satisfactory basis of securing the best possible value for the customer for the money he has available to spend, consistent with a reasonable and necessary profit to the merchant. This experiment revealed that the customer is not particularly concerned with the amount of money involved in his purchase—he is merely trying to get his full money's worth and he prefers to take the advice of one he trusts to searching out doubtful "bargains."

It is significant also that since this district plan has been in effect, the El Paso Company has given up all institutional advertising and other forms of specialized public relations work. It has found it entirely satisfactory to meet its public at the back door.



—the BACK DOOR is OPEN

*representative of the El Paso
friends and sells appliances.*

Grunsky

plan as it has been developed in various sections of the country, it should perhaps be stated that in its essence it is primarily a public relations program designed to provide the corporation which adopts it with a personality. In brief, it consists of simplifying all relations between customer and company down to relations with one man.

The El Paso Electric Company's territory, for instance, is divided into districts of something less than 1,000 meters each (from 600 to 900 to be more exact) and for each of these districts a representative is appointed. It is his duty to read meters, to collect bills, to handle complaints, to make repairs on appliances, to sell elec-

trical equipment—in short to make all possible contacts with the home. He introduces himself to each housewife at the beginning of his employment by name, gives her his card and telephone number—and thereafter, for her, becomes the company in person. If she later has need of any service from the company she calls for him by name.

In order to maintain the personal relationship in handling these calls when the representative happens to be in the field, a superintendent of this service takes all office calls. He is thoroughly familiar with the representatives' work and knows where to reach them or to leave a message for them to call. In many cases he can handle the emergency in their absence.

The initial contact with the home owner is by way of the meter which is located on the back porch. For the first week or so, the representative confines himself to this work and to the collection of bills. This permits him to meet his clients and to familiarize himself with his work. He then progresses to the point of servicing



The FRONT DOOR is Shut

*And through it the district
Electric Company makes*

By Clotilde

THE scene is inside an El Paso home. The doorbell rings. The servant steps to the door and peers out. Perhaps she permits the man on the door step to explain why he has a vacuum cleaner under his arm, perhaps she merely senses that his briefcase contains the illustrated catalog of new kitchen lighting equipment—at any rate, before he can fairly state his request to see the lady of the house, the door is closed in his face, with a resounding and final “No!”

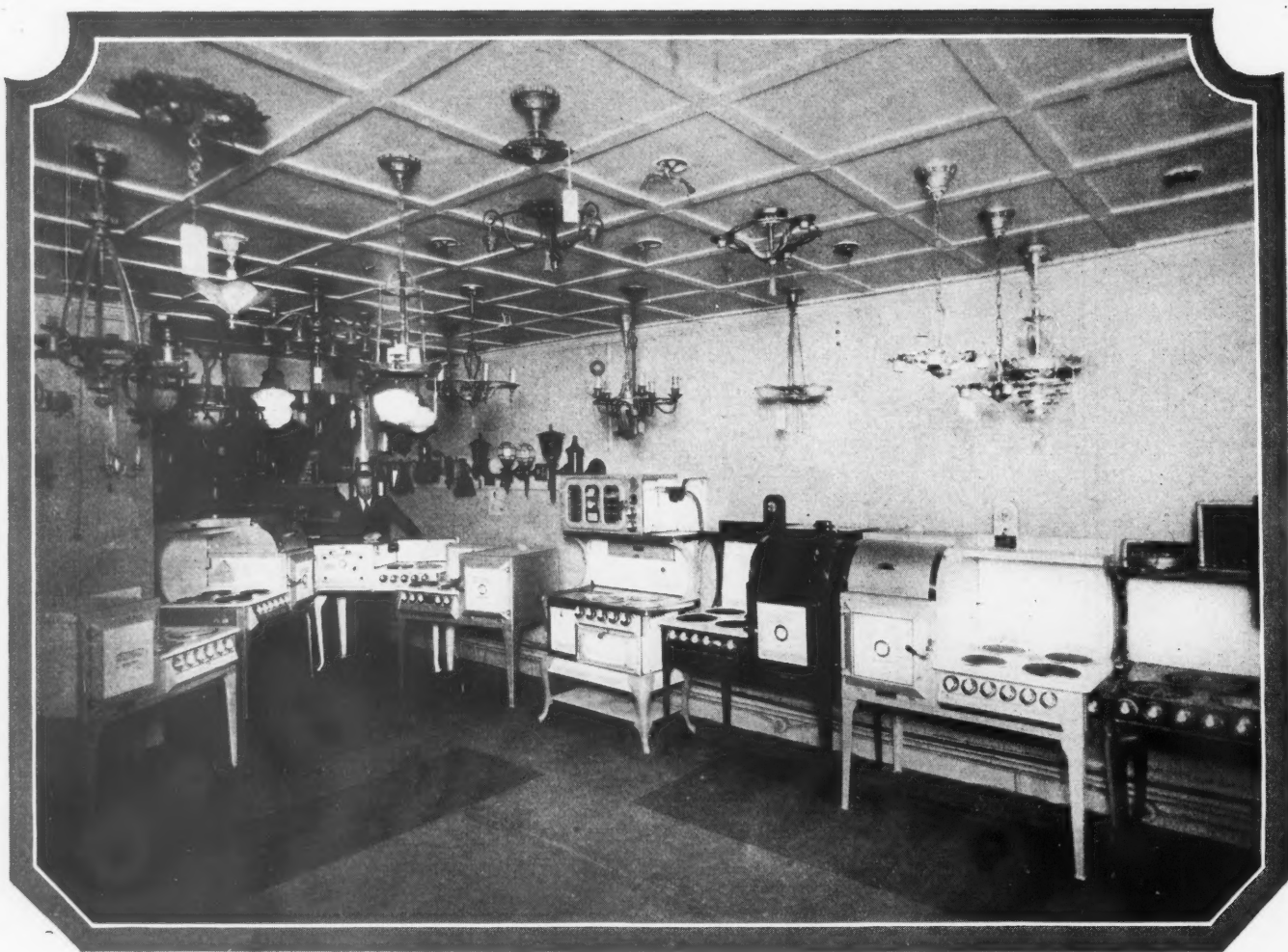
There is nothing peculiar to El Paso in this scene, except that the situation there is a little more acute than elsewhere. Front door selling, suffering from the book agent's past sins of high pressure methods and from cheap labor conditions which make domestic help almost universal in this district, is “out.” One El Paso merchant, in commenting on an attempted front door sales campaign, went so far as to describe it as “a 100 per cent failure.”

The El Paso Electric Company suffers from this situation just as does every other merchant in the community,

but nevertheless, it has by no means given up field selling. Its record for house-to-house sales, in fact, greatly increased during the past year over the accomplishments of the year previous. But possibly its success may be credited to the fact that it approaches the home by way of the back door.

This phase of the “district representative plan” as adopted by the El Paso company, is not the most important feature of its working, of course, but it has proven one of the interesting side developments in its El Paso application.

For the benefit of any who are not familiar with this



The Broadway Electric Company found that there were plenty of people anxious to buy electrical equipment who were ready to pay for it. More ranges have been sold

since this policy was put into effect than at any other time. The rule is held to throughout the various departments of the store.

and has again become a prospective customer, whereas the man who is still making monthly payments, however small will wait until he has cleared these up before he thinks of incurring another obligation for a purchase in the same field.

Another advantage to the store is that the entire energy of the sales force is put in at the time of the sale and it is not necessary for manager, sales and office force all to be bothering with the same transaction for months to come.

The entire freedom from reverts has done away with the troublesome problem of disposing of second hand material in large quantities.

Other equipment the housewife is advised to sell for herself, by means of a want ad. There are plenty of instances where the housewife has been able to secure double the amount in this way which the store would be able to allow her on the same equipment—and these can be quoted as actual facts to induce her to undertake the task. Occasionally the store takes over such equipment and sells it in the same way by means of a "For Sale-Miscellaneous" item in the Want-ad section. In such ads, usually the telephone number of the store is given, but not its name. Responses to these ads often prove to be excellent prospects and open to the sale of an electric range.

Mr. Bell has found that it also pays to follow up for sale ads himself. Frequently people who

are disposing of coal or gas stoves are doing so in the hope of making a good profit and thus being able to purchase something more to their taste for their own kitchen. Occasionally it is possible by helping them to complete their sale, to sell them later an electric range.

Refrigerators and ironing machines are also to be featured by the Broadway Electric Company on the same basis. The principal caution to observe in the sale of ironers, in Mr. Bell's opinion, is not to attempt to oversell them. Too frequently the customer watches an expert demonstration and then expects to accomplish similar results the minute the machine is in her own hands. Mr. Bell is careful to make the analogy between the automobile and the ironer. "You would not expect to drive a car in traffic the first day, or the first week you learned to drive, would you?" he asks. "Well, neither can you operate this machine expertly without practice. It will take a little while for you to be 'an expert driver,' so don't get discouraged. Simple things which make up the bulk of your wash, you can do at once and the other will come before you know it." This policy is in line with his frank discussion of terms—and saves trouble later on.

"Be clear what is the best policy for your store," is his advice, "and rest assured that this is also the best policy for the customer in the long run. You will find that you can sell exactly what you believe in if you really believe it."

LOW-PRESSURE *Selling*

*How the Broadway Electric Company, Tacoma,
Washington, solved its collection and revert
problem by stressing cash sales*

FACED with problems of collection difficulties, an unprofitable number of reverts and the necessity of their disposal, the Broadway Electric Company of Tacoma, Washington determined to clean house.

As Mr. Bell, who had recently taken over the direction of the firm's sales activities, analyzed the problem it was chiefly one of being *too anxious to sell*. The company had been employing a large staff of men in the field who were paid on commission. This meant that they received an income only if they disposed of the goods. In the main they were entirely honest in their transactions, but the very fact that a problem of reverts existed at all was proof that they had frequently forced a sale when it would have been better to let it go; that they had sold to individuals who were not ready to purchase or who were not able financially to carry the burden. Such sales were made by offering the long term payment idea in a too favorable light, minimizing the burden it represented and taking a chance on credit risks.

Mr. Bell was convinced that there were plenty of people anxious to buy electrical equipment who were also able to pay for it and he determined to limit his sales to that group. If he could not find them, he would not sell at all. The first step was the doing away with the commission salesman and the second was the placing of emphasis upon the advantage of the cash purchase which was impressed upon the remaining sales group.

The resulting experience was most illuminating. It was found that when the salesman approached the customer with a cash sale in mind, it was just as easy to complete the transaction on that basis as on that of time payments. Neither terms nor price are mentioned in the original sales talk which is directed toward selling the customer the idea that he wishes to make the purchase. When the subject of price comes up, this is quoted at the cash figure.

Should the customer ask for terms, he is told that

arrangements can be made, but is urged to take advantage of the cash purchase if possible. It is pointed out to him that in time payments sales, he is always required to pay interest on his money and that usually this amounts to as much as 12 per cent. Note that it is called interest and not carrying charge. It is really cheaper for him to borrow the money from the bank and to take advantage of the cash discount. This is sound advice and is usually appreciated by the customer who by this time is anxious to pay cash.

IN CASE, however, he has not the ready money available, which frequently enough happens, what then? "But I haven't the money just now," is the usual formula. "After the first of the month I could probably handle it." In that case, the salesman returns with the question, "Well, let us see, how much could you pay now—fifty per cent?" He is left to fix his own figure and usually pride urges him to set it at the real upper limit he is able to meet. Very seldom is this sum under the fifty per cent suggested. "When could you pay the remainder? In thirty days?" the salesman's question follows. When these conditions are ascertained, a special arrangement is made to carry this sum personally, frequently without interest charge, if not more than a month's time is involved.

The result of this policy is that not more than three time payment contracts have been issued in three months' time.

This procedure is that adopted by the range department of the store, but fixtures are handled in a similar way. Here a cash discount results in almost one hundred per cent cash sales.

Mr. Bell is of the opinion that the cash customer is the one who most readily becomes a friend of the store. His payments are behind him and forgotten—the appliance being his own, is enhanced in value in his own eyes. Moreover, he is now free to make other purchases

the Prospects?



MAURICE HORN

Has found a variety of ways to open the front—or back door. Most important, he has learned how to pick his prospects.

The salesman's ability to judge the interests of his prospect will be of value in this initial interview. In other words, he should know something of the household before he rings the bell. Not only should he be familiar with the prospect's name but he should acquaint himself, if possible, with other facts about the home. "Has she other household conveniences?" If she has, she will not object to talking about them. That means just so many points upon which she is now vulnerable against sales approach.

Thus far, we have been considering the household where the housewife answers her own doorbell. But Mr. Horn is not afraid to take the more difficult case of the home where servants are employed. Such doors, in his

opinion, are by no means to be looked upon as irrevocably closed to salesmen. Even in the most difficult case of all, where the maid opens the door to an unannounced salesman, it is sometimes possible to see the lady of the house by making the call as apparently personal as possible, using always the name of the one asked for, giving the personal name of the salesman and utilizing the name of any mutual friend as reference.

Mr. Horn has found that it is much better, however, to approach such homes from the rear. That is to say, sell the idea first to the cook. The cook has no such prejudice against salesmen as has her mistress. She has more time, for one thing, and for another it is not her pocket book which is endangered. Rather, it is a chance to have her work made easier at no expense to herself.

WHO *Are*

How
a successful salesman has analyzed his market and developed a door-to-door technique that sells a high-priced appliance.

AN ARTICLE involving a relatively large investment, the sale for which is confined to the better class of homes employing servants, usually presents difficult problems in field selling. The problem, too, of interesting the housewife in an unknown proposition becomes even more difficult when a maid answers the door.

Maurice Horn, sales representative for the Kitchen Aid household mixing machine in the San Francisco district, has a method which he claims has been highly successful. This product to date has been largely a front-door proposition. Dealers have handled it with success and a plan may yet be worked out by which it will more and more be sold through these channels, but the experience of the past has shown that for the present at any rate there is nothing which will take the place of field selling.

Mr. Horn is willing to admit that the task is not an easy one. The device in question involves a relatively large investment—which means that the purchase is not lightly made, but must come as the result of a growing interest and mature deliberation.

On the other hand, the Kitchen Aid has received wide national advertising and wherever it is known it has a very strong appeal for the housewife who does her own work or who has a pride in her kitchen and a desire to improve its output. Its users are invariably its best advertisers and as their number grows, their influence among their friends is opening more doors to the salesman. The sales plan, as laid down by Mr. Horn, is essentially as follows:

Rule Number one is that the salesman should have some sort of personal approach. Frequent contact with

owners leads to many names of prospects and these, of course, it is not difficult to see, either by appointment made over the telephone or by a front door call leading up to a later appointment for a demonstration.

MR. HORN has made it an important part of his sales work to pick out the natural saleswomen among the housewives who have become his customers and to cultivate their acquaintance. Since she is the satisfied owner of an appliance, she can no more help demonstrating it to her friends than she can help taking the lead in her club or church, making an excellent sales talk the while. It should be the object of every field salesman to keep his eyes open for such a woman, for her interest and good will will prove a very valuable asset to his work.

Presuming, however, that the salesman has kept closely in touch with the former customers and that he is adequately covering all such leads as may develop from this source, there still remains a large group who would profit from the use of Kitchen Aid; who can afford to purchase it, and whose interest could readily enough be aroused if they were properly approached. These names form the bases of the real front-door attack.

To them Mr. Horn addresses a letter explaining the value of the appliance, announcing the call of a salesman in the near future and enclosing a return postcard arranging for a demonstration appointment. Experience has shown that about 2 per cent of these postcards are returned. Here again, the problem is an easy one. The initial contact is already provided for and all that remains is for the salesman to carry out the necessary steps to complete the sale.

The remaining names of those who have not responded to the letter become a list of prospects to be called upon as time permits, but in any case, within ten days after the letter has been received. For these more or less "cold prospect" calls, Mr. Horn has drawn up a few rules which will be of service.

FIRST of all, in his opinion, the only time to make this type of visit is between the hours of 9:30 and 11:30 in the morning. Before this hour, the housewife is busy getting the children off to school and attending to the more pressing of her household duties. After 11:30 she is either preparing lunch for the school children or getting ready to go out herself. The afternoon is usually spent away from home.

Secondly, the salesman should present himself to the housewife as far as possible in his private capacity. He should think of himself as one who has been asked to call upon her by a friend to pass on the information she desires in regard to this useful kitchen appliance. There is nothing to be gained by forcing an interview or by holding a housewife against her will.

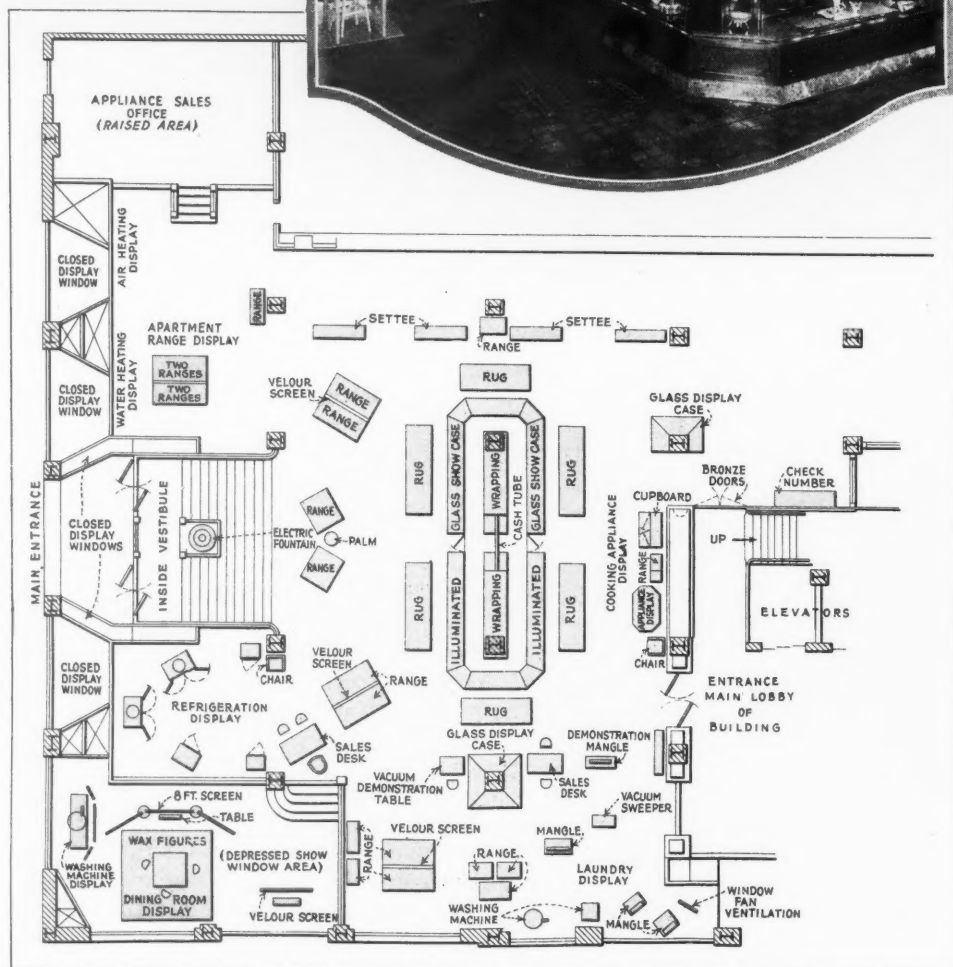


WAY

desk in the center. Small appliances and lamps are displayed here in specially lighted compartments below the glass counter and it is here that cash transactions center.

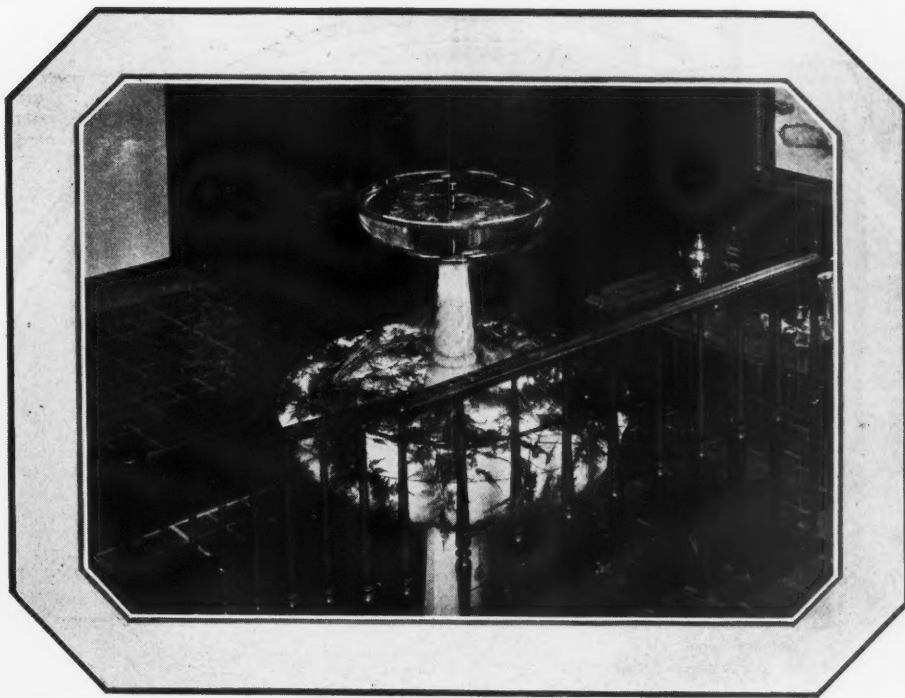
A second smaller display case surrounds another of the pillars. The rest of the furnishings are movable and are changed about from time to time. Large appliances are grouped in sections, with salesmen's desks and tables for the display of "specials" located at whatever seems the most strategic angle from time to time. The display room is thus unofficially divided into groups of allied appliances, ranges, refrigerators and laundry appliances, each having their own corner.

One of the attractive methods used to isolate appliances without necessitating partitions is the velour screen—a low curtain of velour mounted on an iron scroll framework which serves as a most effective background for any article on display. These are of different colors, so that varying color schemes may be worked out in combinations of appliance and background. Particolored tiled mats under kitchen



appliances fit into the color scheme and suggest the proper atmosphere. The screen usually is placed to divide such a mat in two, with a range or other appliance placed on either side.

These screens also on occasion provide effective backgrounds for window displays. Windows are always featured and effectively decorated for display purposes.



Detail of one of the impressive entrances of the Northwestern Electric Company's showroom. Note show-window at right flanking store entrance.

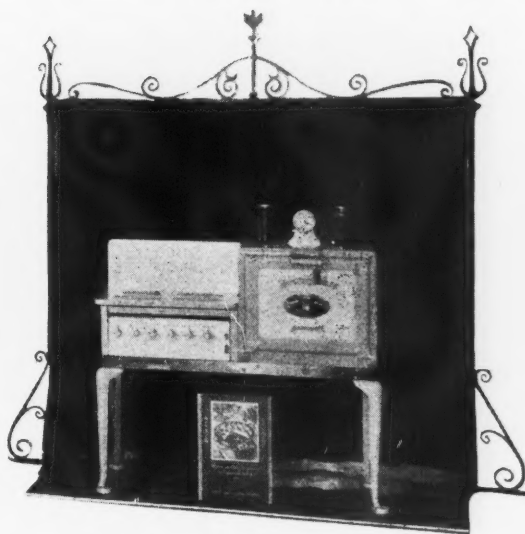
Beauty PAYS Its

WHEN the Public Service Building was erected in Portland, Oregon, in December, 1927, it was determined to devote the street floor to a model salesroom. This building is occupied by three public utilities of which the Portland Gas and Coke Company and the Northwestern Electric Company alone serve the Portland district. They therefore share the extensive sale space available.

The Northwestern Electric Company had three objects in mind. The first was to create a model salesroom which would be of value to serve as an example in later selling commercial lighting of stores and windows to Portland merchants. Secondly they hoped to create an establishment of beauty and high standards which would help to promote good will for the company. And thirdly they expected that this model salesroom would through its attractiveness and beauty so increase the sale of appliances that it would more than pay its own way.

Physically, the new sale space which was allotted to the Northwestern Electric Company was 75 by 100 ft. Space

How a Fine New Salesroom Paid for Itself



How a range is displayed against a decorative velour drape background.

for the counter which accommodated the cashier's windows, service application desk and similar services was allowed at one side and in addition a slightly raised dais provided floor room for the desks of appliance salesmen. The effective floor space remaining for display purposes was about 5,000 sq.ft. About 140 linear feet of window space was available.

This generous space was wisely kept simple and in no way overornamented or made overelegant in decoration. Red tile covers the floor and walls and columns are finished in tan without embellishment. Showcases are in glass and walnut and desks and other fixtures in walnut finish. With this dignified background, the element of beauty is furnished by the arrangement of the

appliances themselves. Velour drapes used for backgrounds and oriental rugs upon the floor add color and attractive texture. Just inside the main entrance way an illuminated fountain furnishes an inviting introduction.

Sales activities are concentrated about the attractive center which is designed in the form of a hollow quadrangle, with wrapping counter and cashier

Kw. Hr.

The greatest value in addition to the direct load from the radio set is the indirect revenue derived from the consumption of increased electric light.



Type of card used in radio home survey. Those customers owning other appliances were eliminated.

rate, \$6.02 per year, an increase of 21.5 per cent in the bill.

Since there were 13 customers who had owned battery sets before purchase of an electric set, their accounts were also analyzed. The average yearly consumption of these customers before purchase of the electric radio was 420 kilowatt hours and after purchase 479 kilowatt hours. This shows an increase of 59 kilowatt hours or \$4.13 a year, which is equivalent to a 14 per cent increase in the bill. This shows clearly the advantage for load building purposes of the electric over the battery operated set.

The data as above presented showed the situation quite definitely, but further analysis of the 91 cards of new radio owners resulted in the discovery of a very valuable feature of load building by radio. The radio makes good customers out of small consumers. It increases the consumption of small consumers more kilowatt hours than it does the consumption of the large ones. When 91 cards were sorted out, it was found that 43 accounts were for less than 360 kilowatt hours per year before owning radio. The average consumption in this group was increased 91 kilowatt hours per year in comparison

RADIO SURVEY	
NAME <u>H. N. Hoff</u>	M. B. <u>17-18</u>
ADDRESS <u>132 Woodside</u>	DIST. <u>9</u>
DATE RADIO WAS PURCHASED <u>12-29-27</u>	
IS THIS FIRST RADIO OWNED? <u>Yes</u>	
ELECTRIC REFRIGERATOR? <u>No</u>	WHEN PURCHASED <input checked="" type="checkbox"/>
ELECTRIC WASHER? <u>No</u>	WHEN PURCHASED <input checked="" type="checkbox"/>
WAS A WASHER OWNED BEFORE? <input checked="" type="checkbox"/>	
REPRESENTATIVE <u>M. C. Look</u>	

to the overall average of 86. The cards were sorted again and it was found that 28 accounts were for less than 300 kilowatt-hours per year before owning radio. The radio increased average consumption for this group 104 kilowatt hours per year, which is equivalent to \$7.28, as against the \$6.02 for the overall analysis.

The investigation proved conclusively that the modern electric radio is a good load builder.

Monthly Consumption—Kw. Hr.

MONTH	BEFORE	AFTER
Jan.	44	58
Feb.	34	39
Mar.	37	42
Apr.	29	33
May	22	34
June	16	21
July	17	19
Aug.	14	15
Sept.	13	18
Oct.	14	33
Nov.	29	34
Dec.	31	57
Total	300	403
Increase	103 kw. hr. 34.3%	
	\$7.21 net increase in revenue	

How the addition of a radio increased kw.-hr. consumption in one typical family. The family in question had no electric washer or refrigerator.

86 to 104

yearly from

A.C. Radio Sets

Load-Building Value of Radio

A Study by

W. H. Steinhauer

The Toledo Edison Company

HOW much will an electric radio increase domestic energy consumption? The answer to that question should be of interest to every utility commercial executive.

We all knew that the old battery operated radio increased domestic consumption, somewhat through battery chargers, but principally due to added burning hours for the electric lights. The modern electric radio should increase the consumption considerably more than the battery set because of its own load of from 65 to 125 watts and also because of more satisfactory performance and its effect on hours of use. There is no value in hazarding a guess as to the amount of increase. It can be determined on a quantitative basis only by analysis of a large number of installations.

Such an analysis was conducted by The Toledo Edison Company. A comparison was made of the electric accounts of purchasers of electric radio sets before and after the purchase. In order to make the test a fair one, it became necessary to make sure that the increase was not due to some other major current consuming appliance. This could be accomplished only by personal interviews. It was felt that if the customer owned an electric refrigerator, this appliance governed consumption to such an extent that his account could not be considered. On the other hand, if the customer owned a washing machine, the account was satisfactory provided that the machine was owned during the entire

period covered by the investigation. Since the analysis was to deal primarily with customers purchasing a radio for the first time, accounts were considered only of those who ordered aerial installations with the radio.

INTerview cards were prepared with the name, address, and date of purchase filled in from the radio sales orders. The cards were distributed among the territory representatives, and these men took care of the interviews. When the cards were returned to the office, the monthly consumptions, as taken from the meter books, were written on them. Yearly averages and increases were calculated. The salesmen returned 149 cards. Of these, 45 were rejected because of an electric refrigerator, the purchase of a washing machine during the survey period, or the moving of the family and changing of home conditions during the period of ownership.

Of the 104 remaining cards, 91 were cards of customers owning their first radio. The other 13 customers had owned battery sets.

A typical interview card is illustrated.

After all the data was tabulated, it was found that the 91 customers who had not owned a radio set previously had an average consumption of 400 kilowatt hours per year before purchase of the set. The same group of customers averaged 486 kilowatt hours per year after purchase of an electric radio. This shows an increase directly traceable to the radio of 86 kilowatt hours per year, or at a 7 cent

The A.C. radio set is an electrical appliance and a load builder. Just how much of a load builder, both direct and indirect, has been much discussed. In an investigation conducted by this magazine six months ago, \$10 was the accepted estimate of yearly revenue given by a considerable number of companies.

The study presented on these pages was made by one of the engineers of the Toledo Edison Company and presents a lower yearly revenue figure for the A.C. radio set than had been anticipated.

Creating

a Star

Salesman

CLINTON, Iowa, is a typical American small city. It boasts 26,000 population. And George Schaeffer was just a typical appliance salesman; earning a living wage, steady, conscientious, but never a brilliant performer.

For the first three months of the year, however, Schaeffer has doubled his income—and his gross sales. Why? From Jan. 18 to March 15 he sold \$6,300 worth of electric refrigeration, in a town of 6,200 residence meters. How? Thorough preparation. Worth-while incentive. Adequate territory. And low pressure, heavy duty selling. Prosaic reasons without a doubt. But if

these are the things that turn the trick then these are the elements that merit our closest attention.

To start at the beginning, sales manager C. S. Lyman, of the Interstate Power Company, Clinton, decided to apply a new theory to refrigeration sales for '29. He would pick a man already in the employ of the utility, a man with an established reputation for being a plugger. He would teach that man the refrigeration sales story forward and backward. Lastly, he would so proportion his opportunity and recompense that, with normal luck, he would earn more than he had ever earned before in his life.

Simple, was it not? So simple that it worked—and is working on many of the other properties of the Interstate Power Company, according to Harry Bayly, General Sales Manager.

Schaeffer was selling gas ranges at the time he was selected, at his own request, for this experiment. His sales education consisted of a week at the factory (Frigidaire) and a week with the manufacturer's district manager.

During the latter period these four principles were hammered home relentlessly:

1. There are only two real reasons why a prospect will not buy an electric refrigerator; no money or no need. If he or she can afford to meet the monthly payments and is maintaining a real home, it's the salesman's fault if the order isn't closed.

2. Ask them "Why" until all their reasons for not buying have been exhausted.

3. Dominate the situation and assume, of course, that the prospect will buy.

4. Average 10 hours per day *on the job*.

The reason George Schaeffer closed commercial jobs aggregating \$3,700, and domestic unit orders to the amount of \$2,600, during his first 60-day period of refrigeration selling—and the reason he is still maintaining this pace, according to his sales manager—is because

he is taking these four principles seriously; he is *applying* them daily.

Another thing, Schaeffer and his boss believe in a certain "leaven" of cold canvassing. The former devotes not less than 30 per cent of his time to this activity. Many of his best prospects come from this work.

This leads to the question of adequate territorial coverage under this plan of one refrigeration salesman for 6,000 homes. The answer given was that it is better to have one man happy and producing to his maximum capacity than two men, neither of whom is satisfied. The implied possi-

bility that another man will be added if the first fails to deliver the goods, while not needed as a threat in this case, can always be used. The salesman will usually take good care to see that the territory is adequately covered.

In favor of the Clinton set-up is the fact that Schaeffer is operating with a minimum of wasted time and effort. He seeks out the worth-while prospects and works only on those prospects whose credit has been approved by the credit manager and who need modern refrigeration.

As practically every day witnesses an order closed or a hot lead materialize, and as personal income now is sufficient to provide many of the luxuries as well as the necessities of life, enthusiasm and incentive are constant, not periodic, sales building elements.

It is, then, this assembly of fundamental factors, that has materially increased the electric refrigeration business of the Interstate Power Company. So far, three hours per day of cold contacting, plus an intensive follow up of all the live leads which naturally gravitate to the central station salesman, have kept Schaeffer busy. Effort, it will be seen, has been concentrated on the employee, on the *human* factor in the merchandising equation, rather than on price, premiums or the production of prospects.

A great many companies are beginning to place new emphasis on the personal element in selling. They are realizing that dissatisfied and under-nourished salesmen are not the nucleus around which successful merchandising operations are built. When the salesman sees his way clear to earn an adequate income, the added incentive to work can scarcely help being revealed in the results obtained.

It will be noted that Schaeffer sells refrigerators only. In Winner, S. D., another Interstate property, this plan of specialized effort is largely credited with a 43 per cent increase in gross sales for 1928 over those of the preceding year.

a little cockeyed and his bit pushed a shower of plaster into the stew on the stove.

I found that I had to follow that guy around with the same apprehension as when I let the new puppy into the house for the first time.

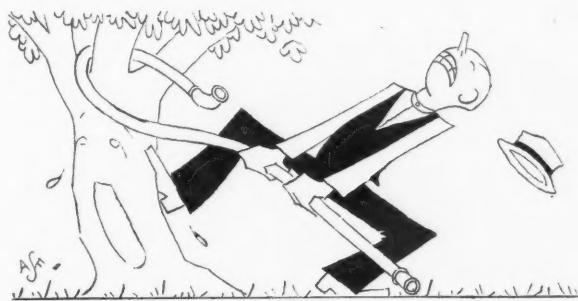
You just couldn't tell what he'd do next.

Next day, the boss returned to bring the service wires to the meter.

He entered the service wires at the roof apex and brought them through a pipe into the attic, then down between walls to the garage basement. That was to enable him to place the meter conveniently near the garage door.

Incidentally, the pipe was pretty heavy, so as a pipe bender he used the fork of a pet apple tree. The bark was thereby entirely skinned off the crotch. But I didn't complain—it only requires a couple of dollars and six or seven years to get a new tree.

The rest of the wiring proceeded normally until Jeff dropped an outlet box on the butter crock, mixing three pounds of butter with one pound of broken glass. Still we didn't complain—it's only a seven-mile drive to the village to get re-buttered.



"Used the fork of my pet apple-tree as a pipe-bender."

I calmed my bigger and better half with the consoling words that our troubles were now at an end and that juice would be turned on tomorrow.

* * * *

(Indicating the passing of a week)

AGAIN came the dawn and with it another relation, the company inspector, to give approval for turning on the juice.

I felt that my presence was not needed, since the company and contractor worked so clubbily.

My God man," zoomed a voice from below, "don't you know that you can't bring the service wires all the way down between the walls to the basement?"

"But," pleaded Mutt, "they're in iron pipe."

"I don't care what they're in, they've got to come out."

So out they came and the meter went up in the attic (a tiny attic) and now when the meter reader arrives it resembles the first act in a vaudeville show. The step-ladder is toted up from the basement and from the top the man struggles through a trap door into the attic to get the sad news.

His regular blasphemous comments on meter location continually keep the public relation sore open.

With my wiring all in and the juice on, I bought a nice wall outlet range to supplant the oil stove. It's great!

We sold the oil stove immediately.

One evening I arrived home hungry but no dinner awaited me.

"The lights are off and you sold the oil stove," explained friend wife. I hadn't—she did, but I didn't dare say it. My public relation has been so strained that I didn't trust my private ones.

After we'd cooked dinner on a camp fire, we found the trouble—the fuse had blown on the transformer.

This was the first of a number of similar interruptions.

Such a peaceful countryside—no man could ever lose

his temper here!

We're now running about 100 kw. hrs. a month at 15 cents. I understand the rate perfectly now.

A SALESMAN from the lighting company called the other day. He wanted us to buy an electric refrigerator. I took the suggestion coolly at first, but before slamming the door, to keep my temper in, I shouted at him: "Sure," in that high-pitched voice that only a mild mannered man can mix with pain, "we'll buy one if first you'll give us a rate that won't make my bill look like my auto license number.

"And, second, provide a continuous supply of juice to keep it going.

"Third, send around that guy who sold me on your preferred contractor. I want to present him with a pair of socks on the nose.

"Fourth, come around some day and pick yourself some apples off the dead tree that the contractor used to bend all that pipe which the inspector threw out.

"Fifth, send around your tree experts again. 'We need a few more cords of wood.'

You see how I love my new relations—public ones.

And as the poor salesman Charley Chaplined across the lawn, to memory surged the last lines of the farmer.

*"Now if any lightnin' roddist wants
a dinner dialogue;*

*In the restaurant department of an
enterprisin' dog,*

*Let him set his tongue a 'runn' just
inside my outside gate,*

*And I'll bet Two Hundred dollars
that he won't have long to wait."*



"The meter reader struggles through the trap-door in the attic"

WIRING

By "Pete"
Coburn

Having signed the order for juice, I thought, naïvely, that all my troubles were now behind me. I hate to make decisions—

"NOW," said he, "about wiring . . ." But I headed him off with the explanation that I had a lot of electrical-contractor friends in the city, and that I'd have them stage a wiring bee some week-end when the apples got a little harder.

Immediately I saw that I had said the wrong thing, for as the trouble wrinkles again furrowed his well-trained brow that soft heart of mine led me astray. Again when I inquired what was wrong with the idea.

"Well," said he, "just suppose that these fellows put you off for weeks or perhaps months and all the time juice is at your front door. Wouldn't that make you mad? And wouldn't that make my company mad at me for not getting you wired up to take advantage of it?"

"Yes" seemed the only answer. I said it . . . and that hung me.

"Now," says he, "our company prefers to do the wiring. Of course we don't do it directly, but we have a contractor who knows our strict requirements and we have confidence in him. He can hop right to it and fix you up in a jiffy."

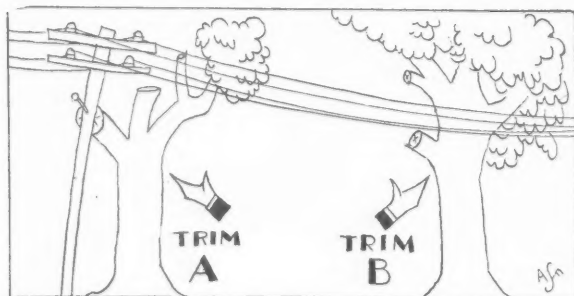
What could be fairer? It convinced the wife, so *that* was definitely sold.

Decisions were coming a little too fast for me, so I screwed up courage enough to ask him how much it was going to cost.

He couldn't answer without first painting the scenery. So he and the Mrs. went around and marked the outlets on his impressive looking chart and next morning he presented me with an estimate of about six dollars an outlet; space on the bottom for my signature. The price was a little higher than I had anticipated but I had expected it would be.

Yet, when I mentally calculated what I would suffer in apple and food loss if I gave the job to the boys in New York, I decided to sign and get back to peace. Peace I crave. The fact that the big company favored a single contractor meant that I'd have eminently satisfactory work, and nice relations with the lighting company. The last was desirable since I knew utilities are very keen for fine public relations.

But with the hustle and forced decisions (which I hate)



"On tree A they got three quarters of the tree."

it was two months before the first of my new public relations arrived . . . the tree experts.

On Tree A they got three-quarters of the tree.

On Tree B I retained three-quarters of the tree.

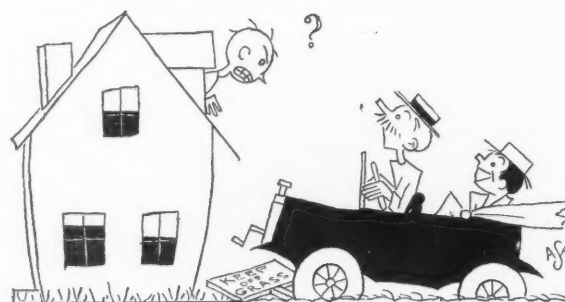
I presume they figured it a 50-50 break for me.

We tried to bear up under this sacrifice to civilization but we had the same feeling we get when the dentist hangs up his drill, hoping that the hurting is all over. The only balm for the suffering in this case was the huge amount of firewood salvaged.

* * * *

(Indicating the passing of a month)

CAME the dawn more thunderous than at Mandalay as a Model T 1922 flivver was subdued under my bedroom window.



"Came the dawn."

When the ignition was turned off and the tumult of vibrating metal tapered down, I could hear my wife's call, "What in heaven's name is that?"

"That, my dear," responded I, "is the Overture to House Wiring in T Minor by Henry."

And at the sight that greeted my eyes I discerned where Bud Fisher got his inspiration for Mutt and Jeff.

Of course, it was thoughtful of them to drive up on my newly-made lawn so as to keep the driveway clear (the ruts they made were easily filled). Also, it enabled the boiling engine to get in under the shade of the big experted maple.

The six-footer passed the heaviest things down to the little man to carry.

"That settles it," quoth I, "the tall guy is the boss."

Before long Mutt had the outlets marked, told Jeff what to do and disappeared. Later a few questions of mine to Jeff elicited the reply, "I don't know, you see this is the first job of wiring I've been on, but the boss, he knows."

I asked where the boss lived, this contractor so favored by the company and found that he had a little place on the upper road about a mile away. He admitted being a plumber and wireman, or vice versa.

In sawing the first outlet hole in the baseboard, Jeff splintered the board up pretty badly so I showed him how he could do it with less destruction. I also plastered up a hole in the kitchen ceiling where his measurements got

BUNGLE *low*

Written from the bottom of a heart recently hardened on

PUBLIC RELATIONS

Also on favored electrical contractors, tree experts, et al

WHEN I was a young blade back home I was a pretty fair reciter at socials.

One of my repertory was Will Carleton's "The Lightning Rod Dispenser."

As I remember the poem, the farmer after finally yielding to the soft-mannered lighting-rod salesman, complains thusly:

*"That self-same day with wagons came some
rascals great and small,
And they hopped upon my buildin's just as if
they owned 'em all,
And they hewed 'em and they hacked 'em agin
my loud desires;
They trimmed 'em off with gee-gaws and they
bound them down with wires,
And they hewed 'em and they hacked 'em and
they hewed and hacked 'em still,
As every precious moment kept a 'runnin' up
my bill."*

In those days I felt, and the audience felt, that it was a great joke on the farmer, and a slick sales job.

But, Boy, how I sympathize with that farmer now that I've just had my country bungalow wired by a man recommended—yes, boosted by a public utility (a very large system) and my trees and good nature trimmed by this same organization.

And I don't think this sympathy is wholly due to the fact that I, too, am a farmer, because I'm just a play farmer.

My gainful work is done under the white lights of New York at 7 cents a kw.-hr. instead of 15 cents at the farm, 40 miles away.

The lump of ground on which I built my little bungalow, which I call "Journey's End," was carefully chosen away off the beaten trail.

Everyone on my road had kerosene illumination.

Electricity, the civilizer, hadn't reached its copper tentacles into this peaceful vale where quiet, restful weekends just snuggled my heart into mellowness.

Nothing, thought I, could ever really rile a fellow who became steeped in this dreamy comfort.

But civilization was hiding just around the corner driving a sharp nail in its trouser duster. Somewhere in Wall Street a utility man was preparing for me some new relations—public ones.

For word was sent up to the manager of the local central station that on a dirt road within commuting distance of New York, 6 farmers were groping in a kerosene fog. So one morning an honest-looking fellow came around to the backyard where I was sorting drinking apples.

He was as full of troubles as a utility executive in



"Civilization around the corner."

Washington. It seems as though the kerosene die-hards were not releasing rights of way. So to cheer him up I gave him the right of way in front of my property and felt very boyscoutish.

I asked him slyly what he was going to charge for juice and received an answer resembling an analyst's exposition of the reasons behind a stock market reaction.

All I got out it *clearly* was that they were making a nominal charge of \$3 a month and after a certain amount of juice was used there would be an extra kw.-hr. charge. That extra, however, was unthinkable in my five-room bungalow.

A wave of his friendly hand almost sufficed to banish the thought that this might work a financial handicap on me. His honest face and the bigness of his company (geographically) did the rest of his selling job.

As I look back on the transaction, more familiar lines came to mind:

*"But I almost wish a razor had laid bare his
white skinned throat,
And his new-constructed neck-tie had com-
posed a hangman's knot,
Ere he brought his sleek-trimmed carcass
for my wimmen folks to see,
And his buzz-saw tongue a 'runnin' for to
gouge a gash in me."*

backed by two lamps, controlled by a flasher, which blinked the words on for three seconds and then off for one second. A larger front panel was in golden brown on a silver field.

The falling flakes of snow, mystifying the passer-by through its apparently inexhaustible source, give the window its real life. The flakes are carried to the top of the shadow box by an unseen endless belt of scoops attached to a belt of heavy canvass or ducking. The tiny buckets scooped a quantity of artificial snow, carried it to the top of the shadow box, where the flakes were blown off the buckets and through an aperture by means of a small fan. The flakes struck a back-drop and drifted gently to the box whence they had originally come and the process was repeated endlessly.

THE construction of the shadow box is very simple. First, however, provision must be made to fasten the picture background from its sides only in order that there may be large

enough space at the top and bottom for the artificial snow to pass over and below. The small cups attached to the heavy canvas belt may be made from formed tin or thin aluminum strips and fastened to the belt by rivets. The rollers around which the canvass belt revolves are simple wooden spools—one at the bottom and one at the

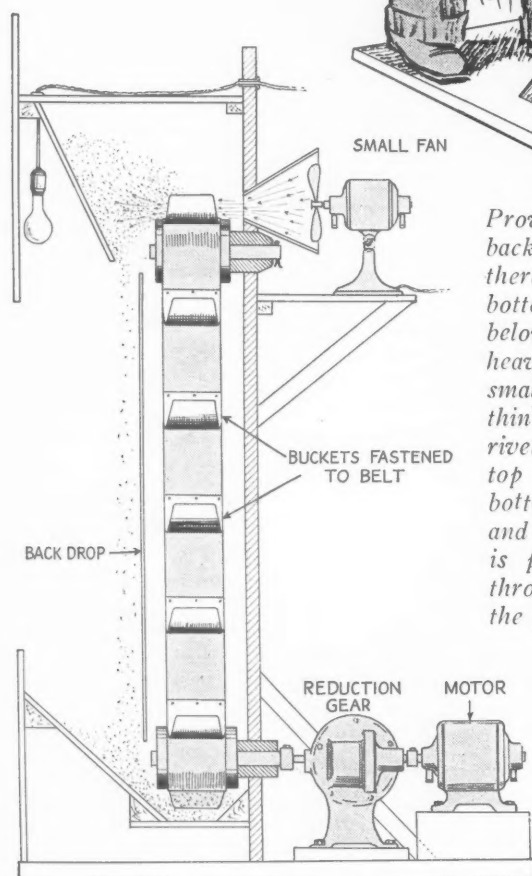
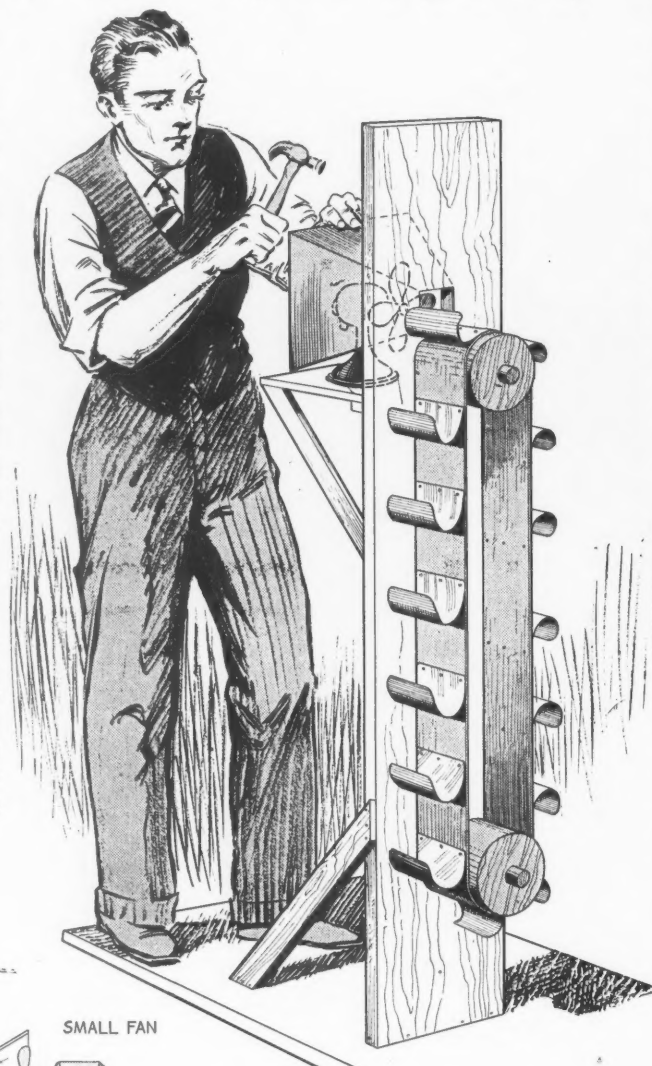
top. The bottom roller, of course, is attached to the small motor and reduction gearing.

It might be well to explain at this time that the reduction gearing illustrated in the diagram in the lower left-hand corner of this page is not essential to the construction of this simple apparatus. It provides the most competent means, of course, for those who wish to do the most thorough job. But a more simple reduction gearing can be contrived by merely having the lower wooden roller about one quarter the diameter of the upper. The small motor may then engage the bottom roller at the usual speed and will naturally require a great many more revolutions than necessary to turn the larger roller a single revolution.

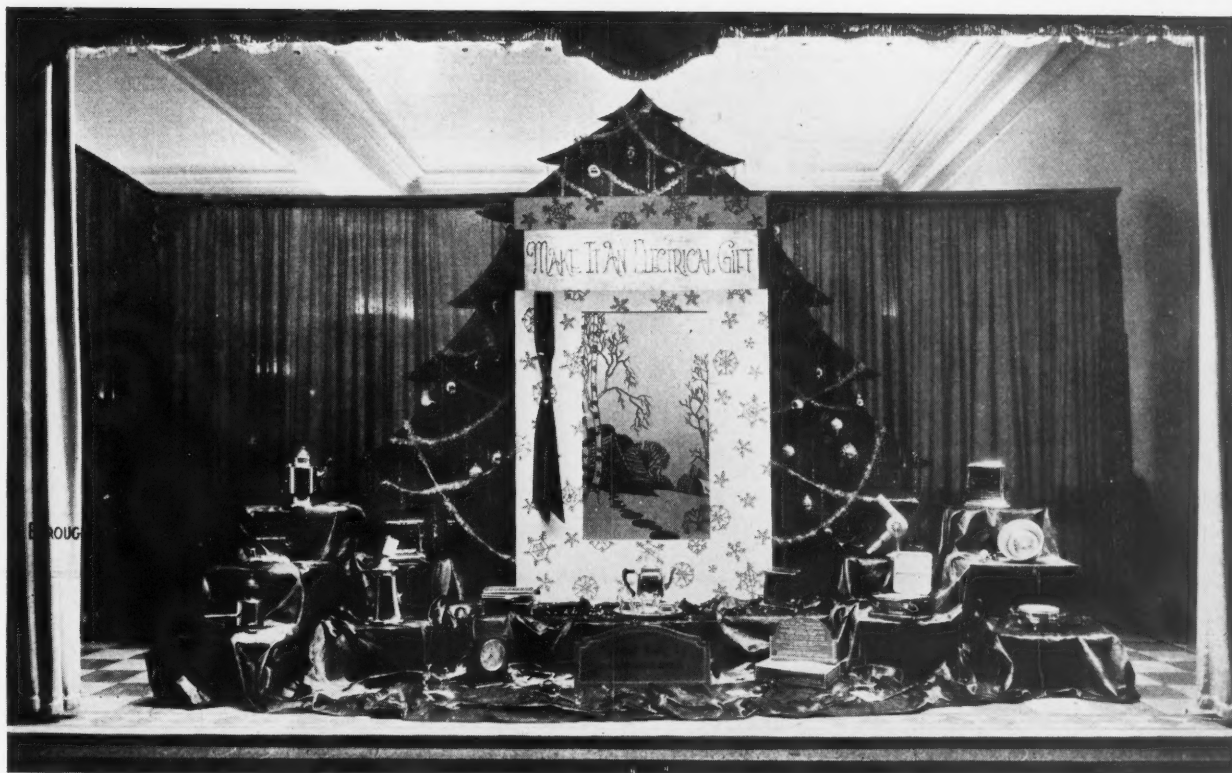
It may not be apparent from looking at the photograph on the opposite page that the snow is falling over the face of the picture, but when two or three lamps are placed, as illustrated in the diagram, the drifting snow shows up very plainly. It is thrown over the face of the picture by a tilted board placed at the top to deflect it at the proper angle.

The snow trough at the bottom is provided with sharp angle sides. Caution should be taken that it is not fastened too securely, but tied with a cord and a strip fastened to it which is made to pass through an opening in the rear where it engages an arm from the oscillating fan. If the arm from the fan swings to and fro, it strikes the strip attached to the trough and sets up a slight agitation which prevents the snow from piling up and adhering to the sides of the trough.

This is one of a series of articles by Mr. Cochrane on Action Windows for the electrical merchant. From letters we have received from different parts of the country we have been pleased to note that many electrical dealers have built and operated these action windows, with great success.



Provision is made to fasten the picture background from its sides only, as there must be space both top and bottom for snow to pass over and below. An endless belt is made of heavy ducking, to which is attached small cups made from formed tin or thin aluminum fastened to the belt by rivets. A set of simple wooden rollers, top and bottom is provided; at the bottom, the roller is attached to a motor and reduction gearing. A tilted board is placed in the top to deflect and throw the snow down over the face of the picture.



It Makes Them

By
I. L. Cochrane

STOP

*An Action Window for Christmas that will bring
the holiday window-shopper into the store.*

THE average merchant becomes especially window conscious at Christmas time.

The holiday season and the possibilities of added business in gift merchandise inspire more thought to the methods of display than at any other time during the year. The electrical merchant is no exception to the rule. He sometimes fills his window with as many portable gift suggestions as can be crowded into it, percolators, toasters, waffle irons, hair dryers and small lamps.

The window display at Christmas, however, takes on far greater importance as a vital merchandising unit than at any other time perhaps during the year. The public are out window shopping in earnest and the merchant with the real decorative window is the one who turns the window shopper into buyer.

We are faced then at this time with the problem of not only stocking an attractive line of merchandise tastefully displayed, but of giving the Christmas window that added quality that will make the majority of passers-by stop, look and come in.

THE Queensboro Gas and Electric Company, Far Rockaway, New York, take their Christmas windows seriously. Last year they not only spent more time and care in the actual display and arrangement of the gift merchandise, but had an animated center piece which filled the window with action, light and color. Falling snow formed the central feature of the display. A brief description of how they achieved this effect follows.

In the background of the window was an enormous Christmas tree cut out in modernistic effect; pieces of flat beaver board cut to shape and nailed to a shadow box frame and painted in varying shades of green. The tree was set a few inches to the rear of the decorative center panel, tinsel strings leading away from the tree surface and allowing the ornaments to hang naturally. The shadow box contained a simple mechanism which produced the falling snow. A sign above the shadow box "Make it an electrical gift" was also animated—black lettering on a translucent background. This was

Gross Sales Domestic Electric Appliances Sold in Louisville by Retail Dealers. Year 1928

Results of Merchandise Survey Made in March-April, 1929
by The Louisville Gas and Electric Company

Appliances	21 Electrical Dealers	28 Furniture Stores	75 Hardware Stores	3 Dept. Stores	173 Drug Stores	6 Plumbers	5 Electric Refrig'r't'r Dealers	11 Radio Dealers	1 Vacuum Cleaner Co.	16 Miscell. Dealers	Est. Sales 89 Dealers Making No Report	L. G. & E. Lamp Campaign	Total 428 Stores
Lamps.....	\$ 45,574 00		\$ 30,670 00	\$ 5,330 00	\$ 51,185 00	\$ 225 00		\$ 300 00		\$ 37,585 00	\$ 11,000 00	\$ 13,680 00	\$ 195,549 00
Irons.....	12,239 00	8,525 00	8,666 00	5,600 00	1,595 00	120 00				1,208 00	3,900 00		41,853 00
Fixtures.....	204,013 00	10,000 00	50 00			1,175 00							215,238 00
Portable Fixtures.....	32,700 00	70,770 00	200 00	91,288 00	75 00	200 00				8,075 00	28,300 00		231,588 00
Washing Machines.....	188,646 00	120 00	11,875 00	11,000 00						2,850 00			214,491 00
Vacuum Cleaners.....	34,997 00	11,975 00	3,750 00	30,632 00	420 00				24,000 00		2,750 00		108,104 00
Toasters.....	3,282 00	92 00	3,025 00	2,340 00	220 00	24 00				1,250 00	750 00		11,183 00
Fans.....	11,818 00	720 00	2,870 00	2,290 00	465 00	72 00				1,850 00	300 00		20,385 00
Percolators.....	2,741 00	470 00	1,849 00	2,400 00	220 00					750 00	200 00		8,630 00
Waffle Irons.....	2,038 00		996 00	2,160 00	90 00	18 00				500 00			5,802 00
Telechron Clocks.....	3,927 00		365 00										4,292 00
Refrigerators.....	28,150 00		10,300 00				770,400 00				50,000 00		858,850 00
Radio Sets.....	111,707 00	63,250 00	57,656 00	156,289 00	3,000 00			310,600 00		113,000 00	22,750 00		828,252 00
Ranges.....	31,367 00					300 00							31,667 00
Water Heaters.....	1,825 00					350 00							2,175 00
Misc. Appliances.....	21,150 00	400 00	16,360 00	2,700 00	2,475 00					30 00	62,700 00		105,815 00
Totals.....	\$736,174 00	\$156,322 00	\$148,632 00	\$312,009 00	\$59,525 00	\$2,484 00	\$770,400 00	\$310,900 00	\$ 24,000 00	\$167,098 00	\$182,650 00	\$13,680 00	\$2,883,874 00

What the Figures Show

By Robert Montgomery

General Sales Manager
Louisville Gas & Electric Company



THE survey made in Louisville indicates that during 1928, four hundred and twenty-eight stores sold \$2,883,874 worth of domestic electrical appliances. (A summary of this survey is printed above.) Of the twenty-one electrical dealers listed, one sells both gas and electrical appliances and also covers for hot-air and hot-water radiators; another is in the wiring contracting business, operates a motor repair shop and is a distributor for a paint manufacturer; another manufactures and retails fireplace mantels. The balance, for the most part, are engaged in the wiring contracting business.

Analysis of the survey indicates that when a housewife purchases lamps, an iron or any of the smaller household appliances, she goes to the nearest and most convenient dealer, which today is the neighborhood electrical drug, hardware, grocery or department store. She is induced to buy other appliances either by seeing them on display at stores frequently visited, or by house-to-house solicitation. Evidence of this is shown by the fact that three department stores sold \$312,009 worth of appliances in 1928 with no outside solicitation and that the bulk of the sales made by the electrical dealers (\$736,174) were through direct solicitation.

THE Louisville Gas & Electric Company discontinued merchandising in 1914, and since that time has co-operated as fully as possible with all dealers selling current-consuming appliances, interesting itself particularly in the appliances having the greatest utility rather than in those producing the largest merchandising profit.

While this non-merchandising policy of our company may appear to be a simple solution of the merchandising problem, such is not the case by any means.

In 1914 we were fortunate in having a number of very progressive electrical dealers who became very active

when we closed our appliance department, but these dealers, naturally, featured the appliances which would produce the largest merchandising profit, whereas we preferred to push the devices having the greatest utility, as such devices are not only more useful to the customer but produce more revenue.

In order to stimulate the sale of appliances, we continue to devote a certain amount of our newspaper space to appliance advertising and take the initiative in popularizing new devices such as electric water heaters.

Our company serves about 4,700 electric customers who are located outside the city limits, within a radius of some twenty-five miles of Louisville, and, while many dealers have attempted to maintain salesmen in our rural districts, they have soon abandoned the practice because of the high selling cost.

We now employ from two to four appliance salesmen in the rural districts and they are paid on the following basis: \$100 per month salary, plus commission on all appliances sold.

Our company bears the expense of the base salary paid these salesmen, also the automobile expense, and, at the end of each month bills the dealers for the amount of commission paid on the appliances sold.

All transactions are between the dealers and the customers, our salesmen merely serving as the dealers' agents. The goods are sold on a convenient monthly payment plan, and the dealers finance the accounts, make their own collections and assume the responsibility of servicing the appliances sold.

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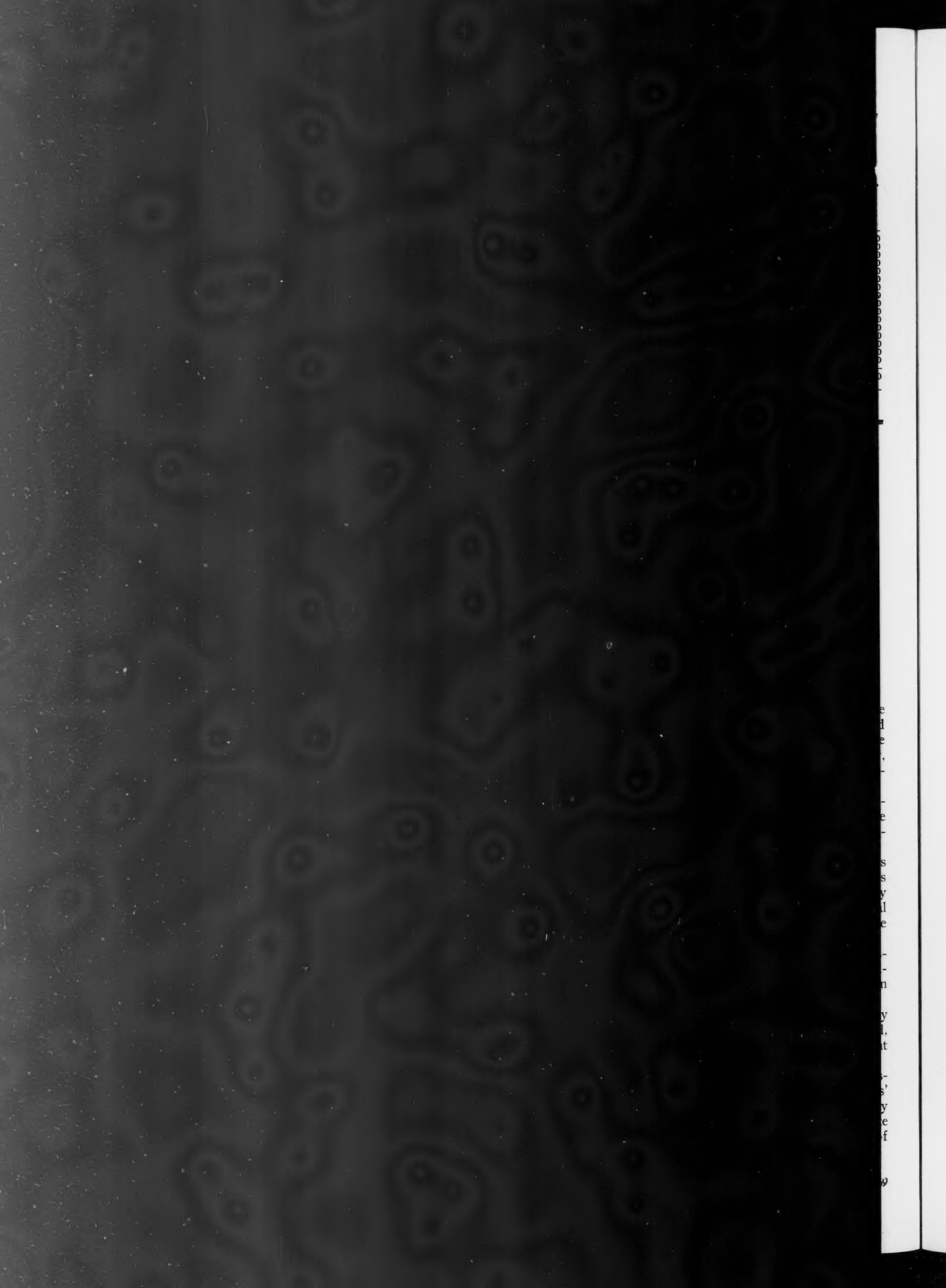
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In 1879



In 1859

Things lightened up a little with the discovery of petroleum in 1859. But it was still too dark to see the ace up the gentleman's sleeve.

Don Alverado with the tight pants and top-per is obviously saying good-night. At this late date there is no way of knowing whether Mary Ellen is turning the gas jet down or up.



In
1929

Romance only feigns dead in this correctly lighted scene. For kindly Providence (and New England wiring supply manufacturers) still make toggle switches. And as soon as the photographer leaves, we have a hunch that Harry will jump up, and take Imogene into a clinch, just as they did in the good old days.


Photographs courtesy Pacific Gas and Electric Company and Edison Lamp Works

1 1 1 NOR SUCH

[illegible]

WHOLE DRIES HAIR.
WARM AIR BATHROOM

POWERFUL SUCTION -
CLEANS AUTOMOBILI



The sensational new Eureka Junior with its electric heater attachment is a device of amazing general utility... a warm air hair drier, a heater, and with its powerful suction you can quickly and easily drive it into every nook and cranny of your home. Upholstered furniture, mattresses, drapes, stairways, and practically any other household item can be cleaned with this practical, inexpensive, all-year-around Eureka model.

...to a place of and...
...a different than...
...will take the...
...with the power...
...and the hard-t...
...things in your...
...practical, inspe...
...at the same tim...
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...magical Europa...
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...other great Eu...
...and automob...
...with more sp...
...and hand...
...climbing pow...
...Standard, com...
...with more sp...
...and hand...
...maximum su...
...under price...

EUREKA
 JUNIOR
 VACUUM CLEANER
 \$16⁵⁰

Also STAIRWAYS, MATTRESSES, DRAPES and UPHOLSTERY.

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...served...
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...\$6.00...
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...large...

ETREKA VACUUM CLEANER COMPANY
Detroit, Michigan
Manufacturers of Vacuum Cleaners of the 20th Century
27-31st Street, Detroit, Michigan
Write for Catalogue to: Etreka Vacuum Cleaner Company, Detroit, Michigan
Special Christmas Feature

[illegible]

I or the company to get an
 C. O. I.
 EDWARD W. BELLINGER COMPANY
 101 Dewey Street, Detroit, Michigan
 I am interested in the Special Christmas Time
☐ Enrich Janner ☐ Enrich Special ☐ Enrich Standard
 complete information without obligation.
 Name _____
 Address _____



SUPER-VALUES

Toledo Lighting Fixtures are distributed through legitimate electrical wholesalers throughout the United States, offering dealers everywhere access to conveniently located stocks . . . Your supply house will be glad to send you the Toledo catalogue illustrating in full color the various sets, priced, for five-light pieces, from \$9.50 to \$22.50 at retail, with incidental pieces and brackets at correspondingly low prices—super-values from every standpoint . . . *The Toledo Lighting Equipment Company, Toledo, Ohio . . . A. L. Wynston, Jr., Ltd., Toronto, Ontario, and Farr, Robinson & Bird, Ltd., Vancouver, B. C., Canadian Distributors.*

FITMENTS PRODUCT OF RIDDLE

Industry LIGHTS UP For

Christmas



Red and green lamps used in signs together with decorative window lighting brings a unique holiday spirit to an industrial community.

This illuminated 175-ft. tower of the Driver-Harris company formed the central display of the plant's decorative treatment.

A torch of steam floodlighted in color made a striking landmark of the Edison Lamp Works chimney.

The West Hudson County Trust Company outlined their building with lights.

Red and green lights and a 450 ft. streamer transformed the Otis Elevator Company.

How One Industrial Community, Harrison, N. J., Illuminated its Factories in the Holiday Spirit

Home Service Activity Is Selling

Higher Standards of Living

By Katherine A. Fisher

Director Good Housekeeping Institute

THERE are, as yet, not a few who, in any discussion of what is generally known as Home Service work, appear to think of it in terms of demonstrations in cooking to groups of housekeepers, helping individual housekeepers with some of their cookery problems, and making up sheets of recipes and recipe books. This is not only narrowly limiting the scope of Home Service, it is very seriously discounting the contribution which a broadly organized Home Service department may offer as a part of any organization. I am of the opinion that very few of us, even now, adequately appreciate the possible future developments of this service.

Housekeepers, today, are increasingly in need of expert instruction in the use of electrical household equipment. Each piece of equipment, if it is to continue to be a profitable load-builder and incentive to the purchase of other pieces of equipment, must be known. The housekeeper must be shown these possibilities. The Home Service department seems to be the logical department in industry for developing and passing on this information. But to do so satisfactorily, much time must be devoted to the study and investigation of a wide variety of problems,—of the industries serving the home today and their changing products, of the changing economic conditions confronting the average home, and of changing standards of living as well, since in selling power and in selling equipment, one is really *selling standards of living*. It is of definite value to have each customer appreciate thoroughly the convenience and economy in widely and fully using modern equipment since this, in turn, represents the development of a maximum load. It is to the advantage of the electrical industry to encourage the development of the maximum use of equipment and power per customer, rather than to concentrate all efforts in seeking new customers.

NEEDLESS to say, home service departments in the public utility field must keep closely in touch with appliances. They must take time to work out the best use of new types and new conveniences on standard types and they should be in touch with other laboratories, both within the industry and without, where similar work is being carried on so that they may not spend time on work that has already been done,—provided it has been done well. Good Housekeeping Institute, as one laboratory, is always glad to co-operate with home service departments in supplying details in reference to work we are doing.

I have said that home service departments should study standards of living, since standards of living are so closely associated with the sale and the use of modern equipment. In studying standards of living a study of

markets and market trends is involved. The home service department should be just as interested as any other department in the organization or in the industry, in a study of market trends and marketing statistics. If certain appliances are finding a large sale in a given district while certain others are not, the home economics department is in a strategic position to investigate this situation because of its specialized knowledge of domestic problems, both social and economic. This department is also in a position to open up the way for the sale of those neglected appliances and to make the home manager more fully conscious than she now is of the relation of house wiring to the effective use of appliances and of the necessity for separate suitable circuits with convenience outlets for the full use of her appliances. In doing so, much progress will be made in abolishing the use of lamp sockets and lighting circuits for appliances.

SUCH a department, however, demands adequate facilities both in equipment and in personnel. The average home service woman in the public utility field today is concentrating most of her effort on field work,—in working closely with individual consumers and groups of consumers and in answering their immediate needs. This field work is important and basic, but it takes time. The home service woman rarely has time to stop and take a bird's eye view of the field, to study market trends or to develop the best and widest methods of using new types of equipment or new conveniences on standard types unless she attempts a schedule of work that will prove too heavy for her to carry. To avoid this, and to offer adequate service to her organization, she needs assistance in the form of a worker or workers who are equipped, and who have time for research and investigation, who have a general view of the field and who can detect trends and changing contours. The type of worker I have in mind, as an assistant to the field worker would be more of a co-ordinator than specialist, she would be in touch with different phases of the organization and the industry, and in close co-operation with the various departments. I believe that workers of this type would help a new type of salesmanship to emerge, a salesmanship which would represent a greater knowledge of the products sold and of domestic, economic and social problems, in the effective use of the product.

A single organization might not be able to carry such a department, one which is an adequate support and a guide to the field workers in home service through keeping them informed on problems which they have no time to solve themselves because of their busy days in the field. There is an opportunity, however, for a sectional or national organization (like the National Electric Light Association) to work out a co-operative plan in providing such a service for association members.

Delivered before the New England Division of the National Electric Light Association, New London, Conn., Sept. 11, 1929.

The Editors'



On Minding Your Own BUSINESS

AMERICAN business today is paying too much attention of the wrong kind to the stock market. In the past few years speculation in securities has become a national business obsession. Not only has it made business men waste a lot of time and energy they owe and might more profitably devote to their own business responsibilities. What is more serious is that this speculative complex has grossly distorted the views of the business community and a large part of the general public regarding the nature and conditions of economic prosperity and progress in this country.

At this time it is especially deplorable that such exaggerated emphasis should be placed upon what is going on in Wall Street. There is no reason why business or the government should act at any time as though security trading or security values are of paramount importance in our economic life.

The business situation in the United States or any other country is not made or destroyed by conditions in the security market. Prosperity does not depend upon the price of stocks. Progress is not measured by the volume of securities floated or sunk or the amount of money that changes hands in buying and selling them.

Fundamental conditions of business itself—the creation and exchange of useful goods and

services, the advancement of industrial science, the efficiency of business management, the wise use of credit, the expanding employment of labor—in the end determine conditions in the security market. These things are the chief concern of everybody. Upon them alone the general welfare depends.

In face of violent vituperation and political pressure, the Federal Reserve System has done the nation a great service by resolutely and steadfastly conserving the credit resources of our banking structure so that the universal and permanent interests of American business as a whole shall be protected.

Security trading is a large, legitimate and necessary business, but it is only a part, and a relatively small part, of the vast aggregate of American economic activity. There are many others much larger, much more important, and quite as exciting—such as mining the world's coal, making its iron and steel, manufacturing its clothing, raising its food, transporting and distributing the goods it needs. These are the basis of business here and everywhere. Without them the stock market is merely a game of tiddlywinks, and security prices are simply statistical sawdust.

If business will mind its own business, the security market will take care of itself.

(Reprinted from "The Business Week"—A McGraw-Hill publication)

Can We Fit Together Refrigeration and Radio?

ONE of the factors involved in the recent entry of a large automobile group into radio production and sales, it now appears, is the matter of providing a more uniform selling load for its electric refrigeration outlets.

For in spite of the best-laid promotional plans looking to all-year selling, a seasonal factor is always present in electric refrigerator sales, as it is in both the radio and the oil-burner business. Three months of the year sees half the retail radio volume moved. And the same applies to electric refrigerators.

Fortunately, these two peaks of the public's purchasing demand do not overlap, but fall far apart. A common sales staff and store equipment serving both lines can therefore be operated at greater economy (providing other difficulties of training salesmen and service crews can be overcome).

Readers will recall, of course, that for some years back such combinations have been repeatedly proposed, tried, and almost without exception discarded. But the fact that right now several leading refrigerator and radio interests are again giving serious study to such combined operation indicates that this basic principle is worth careful attention in any merchandising program, whether of manufacturer, jobber or dealer.

Viewpoint

Closer Cost Analysis Needed

THERE has been considerable discussion from time to time concerning the relative efficiency of the small independent retailer as compared with the chain store operation. In the last analysis, however, the question seems to revolve itself, as far as the large or small store is concerned, into a question of net profit earned on invested capital. Any factor affecting this net profit is of importance in any consideration of the efficiency of a retailing operation.

The next step forecast in efficient retailing, according to L. D. H. Weld, Director of Research of the H. K. McCann Company, is the development of a cost system which will afford the merchant an idea of the profit or loss on *individual items*. Such data would be invaluable in disclosing the items on which the greatest profit lies and those which incur a loss and should be dispensed with. Gross margin alone will not tell the story. An item carrying a 40 per cent margin and believed to be profitable, may be actually showing a net loss. Most important, perhaps, is the fact that an adequate study on the part of the retailer of these items which are real profit makers will tend to cut down his stock and speed turnover—one of the greatest reasons for the success of the chain store to date.

The individual merchant, it has been found, is prone to stock his shelves with slow-moving goods. A more complete knowledge of costs would cut down on the number of items carried, release tied up capital, bring about a corresponding increase in operating margin, and result in a substantial increase in net profits.

The Other Side of the Doorbell

The other day a well known dealer in Beverly Hills, California received a call for some repair work to be done and sent his man out on the job. Now it happens that the Los Angeles district is made up of small communities which came late into the city fold and many of them have streets with duplicate names and numbers. The repair man went to the right street and number, but to the wrong town.

That evening he was asked why he had not attended to the job to which he had been sent—and his reply was that he had done so, had been working all day on the job and was likely to be busy for two days more! The lady whose bell he had rung had taken it for granted that he had been sent by her husband to take care of some much needed repair work and had given him the waiting job.

The moral is obvious. How many of the homes in your city have jobs waiting just the other side of the doorbell which you will never get because the housewife doesn't get around to calling up, or if she did, would never think to call your shop? How about ringing the doorbell?

Now's the Time!

THE first figures to be released on the seasonal fluctuations in retail radio selling have recently been made public by the Electrical Division of the Department of Commerce. That they are worth more than the usual consideration at present will easily be seen:

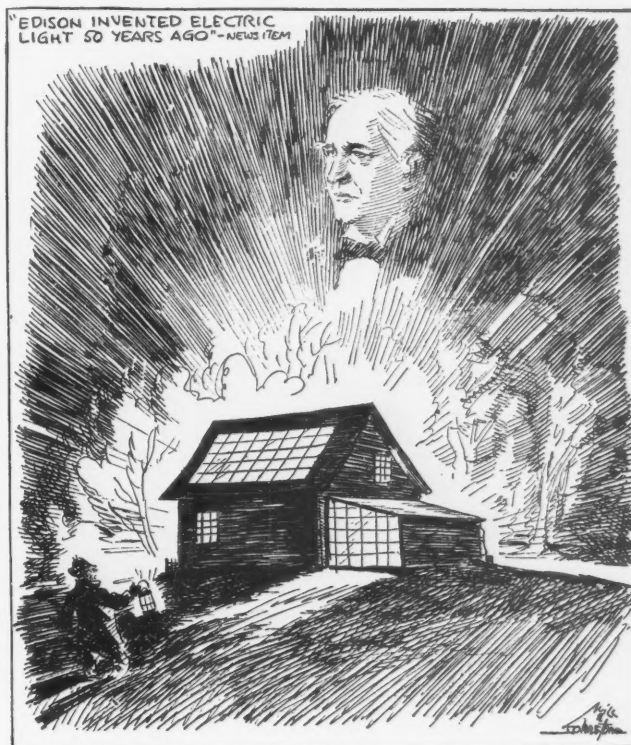
The greatest volume of sales are made during the months of October, November and December—40 per cent of all sales reported for the year ending July 1, 1929. During the same year, 23 per cent of the total sales were made during January, February and March, 1929; 16 per cent during April, May and June, 1929; 21 per cent during July, August and September, 1928.

We are in the midst, then, of the greatest retail radio selling season.

It was interesting to note, too, that in the same analysis of radio sales, the Department of Commerce estimated the average per capita business of the retail radio dealer at \$3,368 for the first three months; \$2,349 for the second quarter; and \$3,030 for the third quarter and \$5,780 for the big season in the Fall months; a total for the year of \$14,527.

These figures, compiled from replies to 31,000 questionnaires to retail dealers, should be accepted by the wide-awake merchant as vital and accurate information on the retail radio situation.

THE GREAT WHITE WAY



—Courtesy New York World

Here is just the type of argument that appeals to the farmer. A field of strawberries irrigated with electrically pumped water tells the story of an increased income to be attained by the application of electricity to the farm.



Below—Electric heat applied to hotbeds has taken all the guesswork as well as much of the labor out of the nursery business. This is one of the model installations whose success has provided an excellent sales argument for others in the Puget Sound territory.



Selling **A BETTER**

*The Puget Sound Light
pany stress the money-
ties of electrical equip*

THE farmers of the country, like the rest of humanity, base their actions upon certain few basic motives, among which the desire to live and support a family and the desire to stand well in the eyes of the neighbors are perhaps primary. In other words when the farmer makes a purchase, he spends his money for something which will help him add to his income, or for something which will gratify his sense of pride. Those who sell him electrical appliances for use on the farm will do well to simplify their sales arguments to fit into one or the other of these categories.

The Puget Sound Power and Light Company, which serves an extensive rural district in western Washington has done an outstanding job in selling the farmer on just

such an appeal. From the first approach in the extending of the lines to the sale of home appliances and chicken brooders, the matter of "electrification" or "electricity" is barely mentioned. What is being sold is "a better income for the farmer," "increased returns from irrigated lands," "more eggs from illuminated poultry houses," "the labor of one farm hand saved." Advertising seldom mentions electricity at all in featured headlines, but offers an appeal either on the basis of better income available through adoption of this new method, or else pride in the comfort and convenience of the home.

The company has worked out a most complete method of approach based throughout on this psychological wisdom of meeting the farmer on the ground of his own interests, not attempting to convert him to any interest whatsoever in the abstract benefits of electrifying his farm.

Fundamental to the development of any farm load and the sale of farm equipment, either by the power com-



A view of another strawberry field without irrigation, in striking contrast to the picture on the opposite page. In advertising, the emphasis would be placed on "irrigation" rather than the part which electricity plays. The additional revenue accruing to the farmer from electrically irrigated fields is the strongest selling point.

Farm INCOME

*and Power Com-
making possibili-
ment on the farm.*

A completely electrified poultry farm near Puyallup, Washington, where the farmer has learned to look to electricity as the best means of increasing his income.



pany or through other channels must be the conviction on the part of the company furnishing electricity that a farm load is desirable and the consequent establishment of a favorable rural rate. This means a rate which will be simple and understandable and which it can be demonstrated compares favorably with rates for other classes of service. It means also a rate which does not penalize too heavily the use of equipment which is seasonal in nature. A farm motor used only for a few months in preparing silage and in threshing and hoisting hay should not too greatly increase the demand charge throughout the year, for instance, or its use will be so discouraged that its merchandising will be difficult.

Presupposing a satisfactory rate and real desire to electrify the farm, the next step is the careful study of the farm problem. The Puget Sound Company keeps in

close touch with all investigations going on relative to the application of electricity to the farm and when conclusions are reached by organizations in any section of the country, it strives to adapt these to conditions locally and to pass this information on to the farmer. In addition the company itself has carried on research work and developed several unique farm uses which have received general application in this section. In this connection it is frequently necessary to aid in the working out of farm equipment particularly adapted to meet local conditions or to solve the needs of a new field of application.

WITH satisfactory equipment and a conviction that the application in question will save or make money for the farmer, the next step is the demonstration—and for this purpose a model installation in a local farm is invaluable. Every effort should be made to obtain one such working example of the process in operation. Care should be taken of course, that this installation is made on a farm whose proprietor is sympathetic with and believes in the new idea.

It is important that the company personnel throughout should be familiar with the company's rural program so that complete co-operation from all departments may be assured.

The salesmen who have charge of rural territories in particular should familiarize themselves with the farmer's problems and approach the selling of electrical equipment with the broader conception of the farm problem always in mind. City selling methods are seldom successful, but a genuine understanding of what has to be accomplished and how electricity may help in increasing profits or making life more livable will always command attention and result in gratifying sales. Preferably the duty of keeping informed on farm uses of electricity should be delegated to one man in each district where

there are any number of rural customers and he should know the mechanical and electrical operation of the equipment and be prepared to give advice as an expert.

In emphasizing the importance of keeping in touch with the work of Committees on the Relation of Electricity to Agriculture, it is perhaps as well to emphasize also the need of keeping in touch with state and university farm advisors, who may obtain a wrong idea of certain electrical services if not informed, but whose advice to the farmers if it is based on accurate knowledge is an important aid.

FARM booklets and catalogs are provided for distribution by mail and for handing out at county fairs. The farmer is a busy man during the hours when a personal call might be made upon him and it is sometimes easier to secure his attention by providing him reading matter for his evening and slack periods than by attempting to talk to him personally. These catalogs also are directed to the solution of the farmer's own problems. They spend little time in the detailed description of equipment, but describe installations in use locally, indicating how money has been made or saved, giving the practical information necessary to duplicate such results.

Certain fairs have come to be the farmers' shop windows and are widely attended, hence they furnish an excellent means of advertising new equipment. The Puget Sound company annually exhibits at some ten such fairs in different sections of its territory, but makes a special feature of its exhibit at the Western Washington Fair at Puyallup, where permanent facilities have been installed. This exhibit started with the erection, some years ago, of a model electric home and several farm buildings of permanent construction, occupying one half of one of the largest buildings at the fair grounds and used each year since. The model electric bungalow for the display of household equipment stands at one end complete with roof and all and leading up to it are a series of booths, distinguished by a standard type of construction, each one outfitted for the display of some one department of farm activity—dairy, poultry, irrigation, etc. Demonstrations are carried on at each booth throughout the duration of the fair. The cost of this exhibit has been spread over a number of years, but last year the expense of the week's display was in the neighborhood of \$1,500.

No effort is made to take orders at fairs, nor especially to get the names of prospects, although, of course, many leads are developed in practice, which are later followed up.

Many of the appliances which can be sold to the farmer are for seasonal use and a due recognition of the proper time of year to make the approach will aid in making the sale. In winter, for instance, there are lights to be sold for chicken houses, barns and stock lots, and there is water to be heated for the stock. In the spring electric incubators and brooders will be of interest and there are hot beds to be heated for young plants. Irrigation is a summer load primarily, while in autumn comes the time for the sale of small motors for sawing wood, grinding feed, filling the silo, threshing and hoisting hay. Dairy sterilizers, electric milking machines, domestic water systems, cream separators, churns, shop motors and household appliances find a year round sale, as they find a year round use.

Sell the farmer "a better income" and he will be a ready purchaser

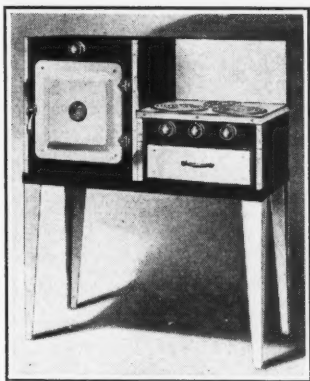
Common Farm Operations Where Electricity Can Be Used Economically

as worked out by the
PUGET SOUND POWER AND LIGHT COMPANY

Operation	Average Connected Load	Energy Consumed
Lighting	500 watts	18 kw.-hr. per mo.
Range	7 kw.	125 kw.-hr. per mo.
Water pump (household) ½ hp.		16 kw.-hr. per mo.
Refrigeration (household) ½ hp.		50 kw.-hr. per mo.
Milking	2½ hp.	2½ kw.-hr. per cow per mo.
Separating cream	½ hp.	1.1 kw.-hr. per 1,000 lb. milk
Threshing	7½ hp.	26 kw.-hr. per 100 bu.
Feed grinding	7½ hp.	6 kw.-hr. per ton
Water pump (live stock) 1 hp.		2 kw.-hr. per 100 gal.
Milk cooling, storing and making ice	½ hp.	7 kw.-hr. per cow per mo.
Filling silo	15 hp.	2.4 kw.-hr. per ton
Lighting dairy	500 watts	20 kw.-hr. per mo.
Irrigation (10 acres, ave 6 hr. per day during season) 3 hp.		403 kw.-hr. per mo.
Water heater and sterilizer for dairy utensils (2 hr. per day all year)	3.5 to 5 kw.	210 to 400 kw.-hr. per mo.
Incubator (600-egg size, 3 weeks per hatch)	290 watts	60 kw.-hr. per hatch
Brooder (500-chick size, 6 weeks per brood)	800 watts	270 kw.-hr. per brood
Grinding, mixing, chopping and elevating feed for 2,500-hen poultry farm (2 hr. per day all year) 5 hp.		224 kw.-hr. per mo.
Lighting poultry house (2,500 hens, 3 hr. per day for 6 mo. in year)	1,875 watts	169 kw.-hr. per mo.
Candling eggs	100 watts	
Electrically heated hotbed (3 x 6 ft.)	100 watts	72 kw.-hr. per mo.

New MERCHANDISE

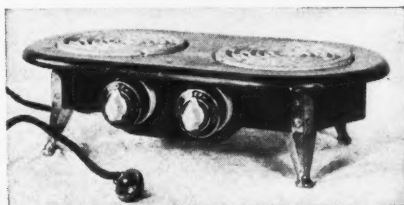
*Dozens of New Appliances from which to
Select Christmas Stocks*



Armstrong Interchangeable Combination Range

Starting with a three-unit range,—oven, base and legs—the new electric range developed by the Armstrong Electric & Manufacturing Corporation, Huntington, W. Va., by the addition of interchangeable parts or units, can be assembled into a multiplicity of styles, heights and arrangements of ovens, surface heating elements and storage compartments, ranging in retail price from \$40 up.

An apartment type range, for instance, retailing for about \$60, can be developed with two surface burners and oven, 10-in. splash back and with 12-in. or 6-in. legs. The range may be had, in simpler form, with oven only and 12-in. legs, the minimum unit combination. Similarly, a cabinet range may be developed, for about \$79 and a still more complete assembly with three-burner top, oven and cabinet base, for about \$93. All ovens are equipped with oven heat indicator. The finish is black and white enamel with nickel trim.—*Electrical Merchandising*, November, 1929.



Westinghouse 1,600-Watt Hot Plate

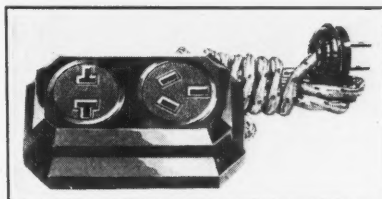
In the new Westinghouse hot plate a 1,000-watt heating unit is provided for speedy cooking and a 600-watt element for auxiliary service. No special wiring is required. The 1,000-watt unit is controlled by a three-heat switch; the 600-watt unit by an "on" and "off" switch. Its intended retail price is \$11.50. Westinghouse Electric & Manufacturing Company, Mansfield, Ohio.—*Electrical Merchandising*, November, 1929.

Hotpoint Appliance Timer

Any electrical appliance can be made automatic in operation with the use of the new "Hotpoint" appliance-timer cord set and the range timer,—products of the Edison Electric Appliance Company, Inc., 5600 West Taylor Street, Chicago, Ill.

The set is made up of a table tap, with ordinary outlet for appliance connection and a three-slot outlet to accommodate the range timer. The timer can then be set to turn the controlled appliance on or off at any desired time.

Countless uses can be served by this new device,—for the percolator, for the radio, heating pad, fan, etc. The tap or receptacle is of bakelite in polished black finish.—*Electrical Merchandising*, November, 1929.



Menlo Siphonator Urn Set

The dignity of contour of an old Russian samovar is found in the new Chrome finish "Menlo Siphonator" announced by Thomas A. Edison, Incorporated, Orange, N. J.

This new urn set employs the new "Edicraft Siphonator" principle which, as you know, has two compartments. When the water in the heating compartment commences to boil, it passes up the tube over the coffee container. As the container fills with liquid (coffee) it siphons intermittently into the second compartment and is then ready for serving. Coffee can be drawn from the right hand faucet and hot water from the faucet on the left.

The top of the new "Siphonator" is of glass and the lift bars, handles, turn handles of the faucets and foot rests are of Catalin. The intended retail price of the "Menlo Siphonator," including creamer, sugar bowl, tray and urn, is \$87.50.—*Electrical Merchandising*, November, 1929.



ABC Playmayd Washer

Of great interest to the trade is the announcement by Altorfer Bros. Company, Peoria, Ill., of a new "ABC" washer. This new machine is known as the "ABC Playmayd." It is a full size machine, with 14 gal. capacity or 60 lb. of dry clothes per hour. It has six-fin, die-cast, aluminum agitator with single lever agitator control, direct drive worm gear, concealed gear case, three-year, sealed-in oil supply and oversize motor.

Both the inside and the outside finish of the tub is buff porcelain mottled leaf brown. The wringer is of the reversible, swinging type, with four uniform pressure coil springs, an exclusive "ABC" feature. The intended retail price of the washer is \$99.50.—*Electrical Merchandising*, November, 1929.



Seth Thomas Electric Striking Clocks

Several new models of electric clocks have been added to the line of the Seth Thomas Clock Company, 19 West 44th Street, New York City.

The new models are strike clocks with bell metal gong. Both tambour models and a boudoir or desk model are offered in the new line.

The clocks are of the electrically-wound type, with electric pendulum movement. The mainspring is kept wound to a constant tension by a small General Electric motor and will continue operation during current interruptions of eight to ten hours. Made for operation on alternating current only. The cases are of American walnut and mahogany and the intended retail price range is from \$30 up. In addition to this new line the company also carries a line of non-striking clocks, also of a.c. type.—*Electrical Merchandising*, November, 1929.

New Electrical Merchandise

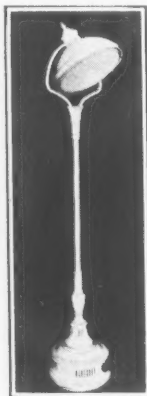
G-E and Westinghouse Sun Lamp

The bulb of the new sun lamp offered by the Westinghouse Lamp Company, 150 Broadway, New York City and the General Electric Company, Merchandise Department, Bridgeport, Conn., is of special glass that eliminates the shorter ultra-violet rays which, it is said, should be used only under the supervision of a physician. Goggles and other protective devices are not necessary.

In external appearance the lamp resembles the usual floor lamp. Within the ornamental reflecting shade at the top of the standard is the special light bulb, very much like the usual incandescent lamp in appearance. The base of the standard is an ornamental housing enclosing a transformer for reducing the voltage of the ordinary house circuit from 110 volts to the operating potential of the lamp.

In the bulb or sun source, a tungsten filament and a pair of tungsten electrodes are contained as a unit. When the switch is turned on, the filament is lighted to bright incandescence. The heat so liberated quickly vaporizes the small quantity of mercury within the bulb so that within a second or so a mercury arc is set up between the two tungsten terminals that are attached to the same supports as is the filament. When the arc is fully operated the circuit is completed between the tungsten electrodes, the path of least resistance. This action automatically cuts the filament out of circuit.

The lamp is made under G-E patents and will be marketed by both the General Electric Company and the Westinghouse Lamp Company through their respective outlets. The lamp is designed to retail for \$69.50 complete at the factory. The lamp unit is made to retail at \$7.50.—*Electrical Merchandising*, November, 1929.



White Light Announced by Claude Neon

That white light from electrified gaseous tubes has been developed by Claude Laboratories is announced by Claude Neon Lights, Inc., 41 East 42nd Street, New York City. This new development permits the illumination of letters or designs with evenly distributed light of electric tubes that are easily legible when used for display advertising. It offers practically a new medium, the announcement reads, a new basic color or combination of color for electric display illumination. It is comparatively a cold light and as such is adaptable to under water illumination and should withstand severe weather conditions.

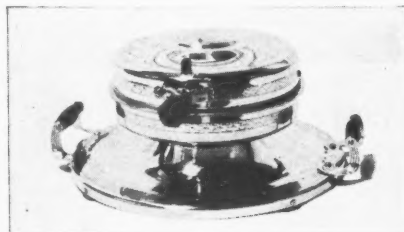
Additional white light developments covering fields other than advertising displays on which laboratory work has been completed will be announced by the company from time to time as arrangements are effected for manufacturing and marketing.—*Electrical Merchandising*, November, 1929.



Graybar Carbon Arc Lamp

In Model No. 50, the Graybar Electric Company, Inc., 420 Lexington Avenue, New York City, is offering a table-model sun lamp of the double carbon-arc type. The double carbons are operated in series with a resistance load with electrical connections at the back of the lamp.

The interior framework of the lamp is of sheet steel; the reflector is of polished aluminum; and the lamp base, front and ash drawer are of cast iron. The finish is seal-brown enamel, covered with Duco-Crinkle varnish. The lamp is 19½ in. high, with base 12 in. x 10½ in. Four extra carbons and a pair of goggles accompany each lamp. The intended retail price, complete, is \$49.50 east of the Rockies, \$52.50, west.—*Electrical Merchandising*, November, 1929.

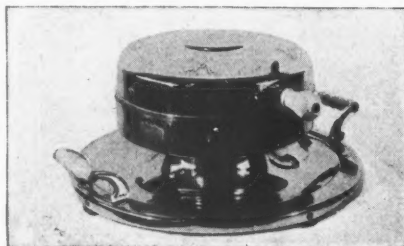


Westinghouse Automatic Waffle Iron

That it automatically maintains the correct waffle-baking heat is the outstanding feature claimed for the new automatic waffle iron of the Westinghouse Electric & Manufacturing Company, Mansfield, Ohio.

The iron is of pleasing design, with lustrous chrome finish, and black handles. Its intended retail price is \$20. In nickel finish, \$16.

The company also announces a new "Kenmore" waffle iron with heat indicator. This indicator consists of a little tab of metal which commences to emerge from the lid of the iron as the grids begin to heat. The intended retail price of this iron is \$12.50.—*Electrical Merchandising*, November, 1929.



Cooper Hewitt Sun Lamp

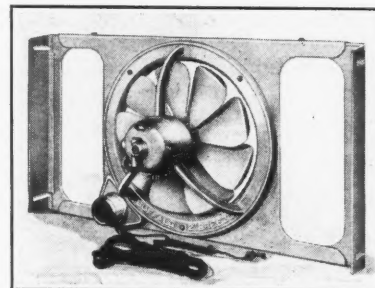
An announcement of great interest to public and trade alike is that made by the Cooper Hewitt Electric Company, Hoboken, N. J., regarding its quartz mercury arc type sun lamp for home use.

This new lamp is known as "Uviarc" and is intended for operation on alternating current of 110 to 125 volts at a frequency of 60 cycles. Similar units may be obtained for operation on 110 to 125 volts, d.c. A rectifier unit is not necessary for operation on alternating current. The lamp is equipped with Correx D or equivalent filter glass which transmits only desired rays. The watts input on the a.c. lamp is 350; d.c. lamp, 300. The lamp is adjustable in height and angle. An automatic timer may be had as auxiliary equipment, if desired. The intended retail price of the lamp is \$85.—*Electrical Merchandising*, November, 1929.



Breezo Glass Panel Ventilating Fan

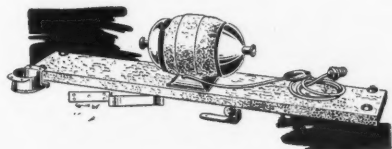
By the use of glass panels on each side of the ventilating fan, daylight is not cut off in rooms where only one window or a scant supply of daylight is afforded. The new "Breezo" fan of the Buffalo Forge Company, Buffalo, N. Y., is equipped with glass panels. This new model is similar in construction to the "Breezo" regular steel panel model. The panel may be had in two sizes, the smaller to fit windows from 26 in. to 36 in. and the larger size, from 36 in. to 46 in. The fan has a 12-in., 9-blade wheel, designed to move a large volume of air. Blades, supporting arms and panel are of pressed steel. The motor, finished in aluminum, harmonizes with the pearl gray finish of panel, frame and wheel. When desired, a reversible motor may be had at no extra cost.—*Electrical Merchandising*, November, 1929.



Hamilton Beach Announces Price Reductions

The Hamilton Beach Manufacturing Company, Racine, Wis., is announcing price reductions on its vibrators and hair dryers. Reductions range from 10 per cent up to 30 per cent on all models of vibrators and hair dryers in the company's line. Dealers' discounts, it is likewise announced, have been increased approximately 6 per cent.—*Electrical Merchandising*, November, 1929.

New Electrical Merchandise

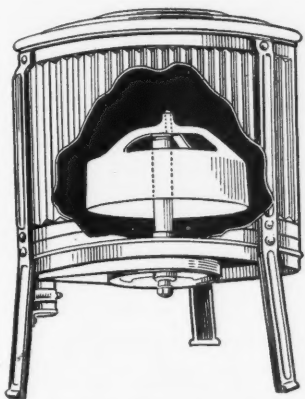


Jizor Exerciser

That it can be completely concealed inside the closet when not in use and swung into position for use in a few seconds is the outstanding feature of the new "Jizor" energizer and exerciser brought out by the Jizor Manufacturing Company, Hartford, Conn. It is a "Volcott" product.

When in use, the machine is supported by the closet door frame and is thus held rigid. It is mounted on a novel hinge assembly where it hangs in a vertical position just inside closet when not in use. It is available with three lengths of panel board, to fit door widths of closets.

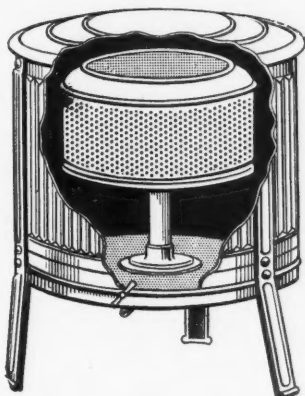
Three different strokes are provided. The finish of the machine is orange and brown lacquer with base, hinges, etc., of nickel. The intended retail price is \$39.75.—*Electrical Merchandising*, November, 1929.



Du-All Washer and Dryer

Many features call attention to the new "Du-All" washer and centrifugal dryer of the Du-All Washing Machine Company, Chamber of Commerce Bldg., Cincinnati, Ohio. It is declared to be vibrationless and to contain but one moving part, equipped with Timken roller bearings. The entire machine, it is explained, contains only one casting.

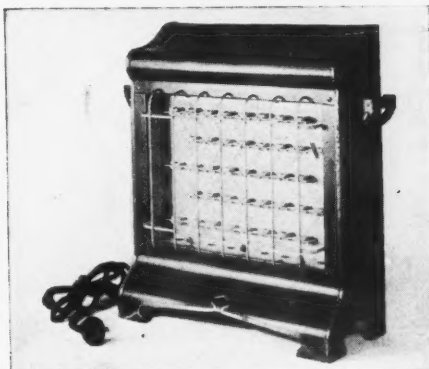
The washer is built of non-corrosive metal and has chromium-plated tub of six sheet capacity. It is equipped with dryer of the centrifugal type and provides washing and damp-drying of the clothes. It can be retailed for less than \$100.—*Electrical Merchandising*, November, 1929.



Westinghouse Heaters

The portability of a radiant heater is combined with the efficiency of a stationary 1,200-watt heater in the new portable room heater offered by the Westinghouse Electric & Manufacturing Company, Mansfield, Ohio. A counter-balanced switch turns the current off automatically in case the heater is tipped over frontward. Finished in rich bronze, with an aluminized reflector, the heater is attractive in appearance. Convenient handles are provided for ease in carrying. The intended list price is \$12.50.

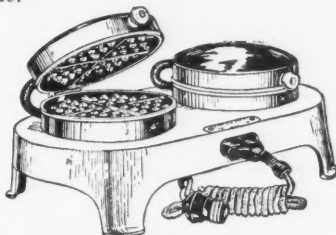
In its "Cozy Glow" radiant heater, the company, by designing a heating element with coils constantly parallel to the chromium-finished reflector, has developed a heater that throws out a big, wide beam of heat, with an equal intensity over its entire area. The heater is attractively finished in bronze and is made to retail at \$10.—*Electrical Merchandising*, November 1929.



Superlectric Twin Waffle Iron

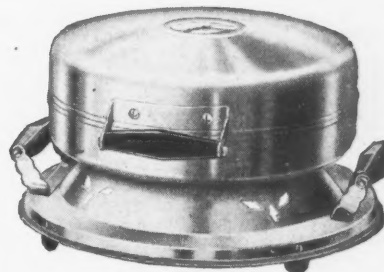
Even the hungriest of a family's waffle addicts can be supplied with electrically-baked waffles if one of the new "Superlectric" twin waffle irons is used, a product of the Superior Electric Products Corporation, 1300 South Thirteenth Street, St. Louis, Mo.

This new waffle iron is equipped with twin grids, baking two waffles at one time. If desired, however, only one iron need be used at any given time. The finish of the new appliance is ivory or green and the intended list price is \$12.—*Electrical Merchandising*, November, 1929.



Economy Portable Lamp Guard

The Electric Portable Company, 879 East Harrison St., Portland, Ore., has recently placed on the market its "Economy" portable lamp guard for use with portable or extension lamps. The guard is made of steel wire, electrically welded, and is designed to provide ample protection for lamps up to and including 50-watt. The guard which includes a wooden handle, admits any standard keyless weatherproof socket 1 7/16 in. to 1 1/2 in. diam. and its intended retail price, without socket, 80c; with socket, \$1.—*Electrical Merchandising*, November, 1929.

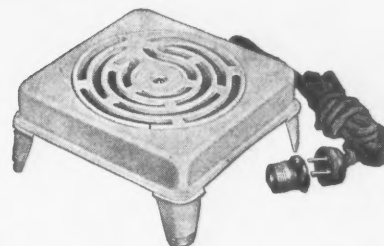


Rutember Hot Plate and Waffle Iron

A waffle iron with heat indicator and a hot plate, finished in green porcelain enamel are two new "Marion" products announced by the Rutember Electric Company, Marion, Ind.

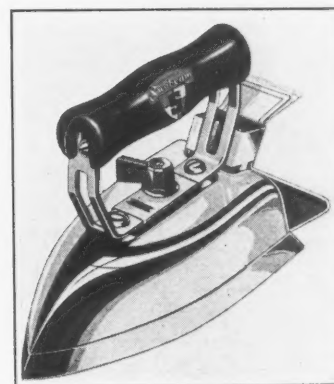
The waffle iron, Model 77-A, has chromium finish. The indicator is mounted in the top of the iron and is of dial type, with hand indicator. The iron is equipped with hand laced elements having compensated windings. The size of the grids is 8 in. in diameter. The wattage is 600 on 110-220 volts.

The hot plate, No. 25, is rated at 550 watts, on 110-220 volts. Its weight is 3 1/2 lb. It is stamped out of Armco Ingot iron and finished in green porcelain enamel.—*Electrical Merchandising*, November, 1929.

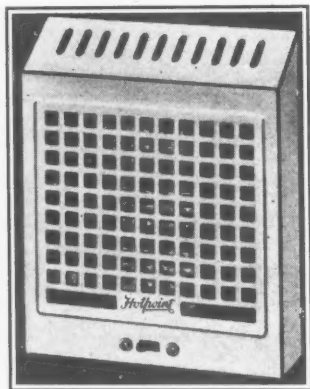


Sunbeam Automatic Iron

An ironing temperature for every type of fabric is provided by the "Sunbeam" automatic iron of the Chicago Flexible Shaft Company, 5600 West Roosevelt Road, Chicago. With finger-tip control, low, medium or high heat may be obtained and maintained. Other features of the iron are its air-cooled handle and the All-Over heating unit made to keep the entire bottom,—not only the center but edges and tip as well,—at the desired heat. The intended retail price is \$7.95.—*Electrical Merchandising*, November, 1929.



New Electrical Merchandise



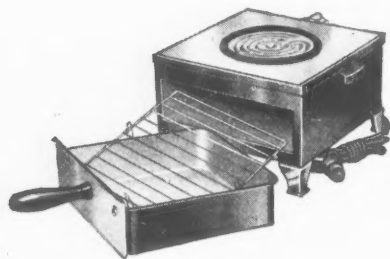
Hotpoint Heaters and Room Thermostat

Seven models are offered in the line of "Hotpoint" air heaters offered by the Edison Electric Appliance Company, 5600 West Taylor Street, Chicago.

Illustrated is one of the new models, —No. A49—a portable wall heater. It is made in ratings of 660 and 1,000 watts, retailing respectively, at \$13 and \$16.

Other portable heaters in the line include two in modernistic design, a fireplace heater and one that resembles a piece of metal furniture. Two wall heaters are offered. These new heaters range in capacity up to 6,000 watts and in retail price, up to \$75.

A room thermostat, for use with "Hotpoint" air heaters, has been designed. It is made for wall mounting and is similar in appearance to the familiar heat control of the furnace or central heating plant. Its intended retail price is \$30.—*Electrical Merchandising*, November, 1929.



Florence Combination Broiler and Hot Plate

One small appliance, small and attractive enough for table use, but at the same time performing all necessary cooking operations of broiling, baking, toasting, stewing, frying and boiling, is the new "Florence" combination broiler and hot plate of the Florence Stove Company, Park Square Building, Boston, Mass. This company, for a great many years, has been manufacturing oil and gas stoves and is now bringing out its first electrical item.

The broiler has an 800-watt hot plate on top and a 660-watt insulated broiler unit for the oven. By means of a reciprocating switch these elements can be used either independently or in combination. It is made of heavy sheet steel, the top and broiler pan being finished in blue gray porcelain enamel with black trim. The body has black japan finish. The dimensions are 11½ x 11½ x 7 in. and the intended retail price is \$16.50.—*Electrical Merchandising*, November, 1929.

Auto-Grill Automatic Toaster and Grill

Serving not only as a sandwich toaster, toasting two slices of bread at one time, but as a grill also, for grilling bacon, ham and other meats is a new automatic sandwich toaster and grill, brought out by the C. W. Carter Manufacturing Company, 15th and Winter Streets, S. E., Minneapolis, Minn.

In this new "Auto-Grill" the cooking plates are of monel metal. It is automatic in operation. When the food is done, a bell rings and the current is automatically turned off. Rated at 550 watts. Handles may be had in finish of black, green or red. The intended retail price is \$18.75.—*Electrical Merchandising*, November, 1929.



Cochran Floor Heater

Quite a radical departure from the usual design of floor heaters is found in the new heater developed by the Cochran-Detroit Company, Stephenson Building, Detroit, Mich. Instead of the usual parabolic reflector, this part of the structure is turned into a convex streamline base for the heating element, with the object of increasing the convection currents of air. On top of the base, a standard spiral-wound porcelain core, drawing 6 amps., is mounted vertically. Around the element is a standard spherical guard of heavy flat metal strip, spaced not more than 1-in. apart at the widest openings. The temperature of the element, it is pointed out, has been so regulated that fire hazard is reduced to a minimum. The total height of the heater is 8 in.

In this heater, it is explained, the vertical element throws a wide band of radiant heat across the floor, close to the floor, horizontally in all directions. A secondary radiant effect is secured by direct emanation from the heating element upward and downward and by deflection from the streamline base.—*Electrical Merchandising*, November, 1929.



Greist Desk Lamps

Something unusually attractive in desk lamps has been brought out by the Greist Manufacturing Company, New Haven, Conn., in its new "Classic" and "Standard" lamps.

As its name indicates, the "Classic" is of dignified, authentic period design. It has a unique scroll shade support and an efficient, shade-adjusting feature. Its height is 17 in., the finish, statuary bronze and the intended retail price, \$15.

The "Standard" model is made to sell at a popular price, \$6. It is 14 in. high with 9-in. shade, of brass, adjustable. This lamp may be had in finish of antique brass Venetian bronze, palm green or maroon.—*Electrical Merchandising*, November, 1929.



Halliwell-Shelton Exerciser

Three models of the "Jack Sprat" exerciser of the Halliwell-Shelton Electric Corporation, 113 Fourth Avenue, New York City, are offered—a portable model, a pedestal model and a platform model, retailing respectively, for \$87.50, \$110 and \$122.50.

The exerciser is equipped with G-E synchronous speed motor, developing fully ½ hp. at a speed of 1,140 r.p.m., permitting the mounting of the eccentric directly on the motor shaft.

Five strokes are available, from ½ in. to 1½ in. Standard finish of the machine is two-tone green with other colors upon request.—*Electrical Merchandising*, November, 1929.

Lightolier Booklet on Home Lighting

One of the most distinctive publications to be issued this year on the important subject of home lighting is a 16-page booklet, "Light for Better Living," issued by the Lightolier Company, 569 Broadway, New York City. In addition to creating and stimulating interest in good lighting, by a series of attractive illustrations contrasting poor and good lighting, the booklet serves also as a catalog of table and floor lamps conducive to good lighting, these lamps being reproduced in their natural colors.—*Electrical Merchandising*, November, 1929.

New Electrical Merchandise



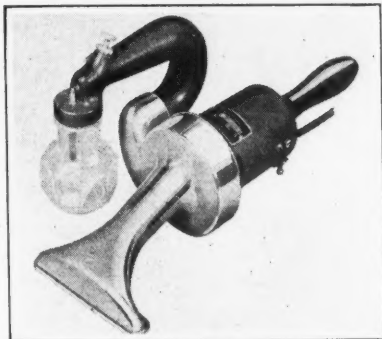
Graybar Cleaner and Vaporette Set

Recent announcement of the Graybar Electric Company, Inc., 420 Lexington Avenue, New York City, include the new No. 33 straight-air cleaner and the "Vaporette" set, No. 35.

The ball-bearing motor of the new straight-air cleaner is slightly tilted from a vertical axis and has a fan attached to the lower end of the shaft. A removable brush is mounted in the nozzle.

The bag is maroon sateen and the body of the cleaner is lacquered in black walnut. Its intended retail price is \$27.50 east of the Rockies; \$28.50, west.

A set of attachments for the "Graybar Handy Cleanerette" is offered in the new "Vaporette" set, consisting of a blower and sprayer with an extra 4-oz. glass container. The sprayer vaporizes and sprays liquids, such as "Flit," "Larvex," etc. The blower vaporizes any kind of crystal salts.—*Electrical Merchandising*, November, 1929.



Rex Refrigerator Cabinets

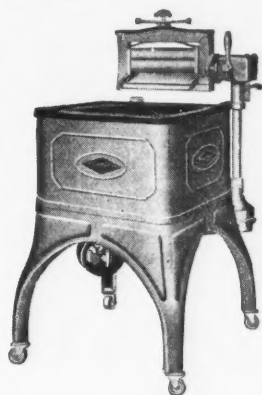
Two new refrigerator cabinets, Models P-50 and LP-4, are offered by the Rex Manufacturing Company, Connersville, Ind. New features of the cabinets include straight wire shelves, pan type door lining, full crown top and de luxe hardware. They are of convenient size for apartment or residence use.—*Electrical Merchandising*, November, 1929.

Superlectric Sun Lamp

An ultra-violet, carbon arc sun lamp is being offered by the Superior Electric Products Corporation, 1300 South Thirtieth Street, St. Louis, Mo. The lamp is adjustable in height and has, also, adjustment hinge for tilting reflector bowl. The bowl is of heavy aluminum, 11½ in. in diameter. Uses 6 M/M carbons. The intended retail price is \$25, including six sunshine carbons and two pair special goggles.—*Electrical Merchandising*, November, 1929.

Vulcan Washer

"Faultless" Model K is the latest addition to the washer line of the Vulcan Manufacturing Company, Kansas City, Mo. This new machine has square tub with an outer jacket of pressed steel and an inner tub of copper. The same mechanism as that of the Model F cast aluminum washer is employed, including the Lovell wringer and cast aluminum agitator. The tub is of full five sheet capacity. This new washer is finished in color, in Duco and can be retailed at less than \$100. Gas heater, \$5 extra. It may also be had with Briggs & Stratton engine.—*Electrical Merchandising*, November, 1929.



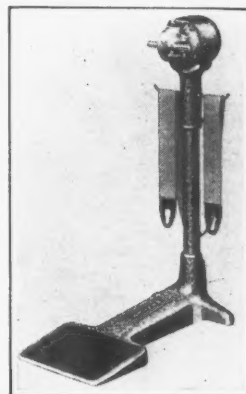
Universal Display Stand

Landers, Frary & Clark, New Britain, Conn., is offering its dealers an attractive new three-shelf display stand, finished in Chinese red and black. The stand is designed to hold three appliances.—*Electrical Merchandising*, November, 1929.

Sweeper-Vac Floor Polisher

In the new "Sweeper-Vac" electric floor polisher brought out by the M. S. Wright Company, Worcester, Mass., the full width, 7½-in. polishing brush revolves 2,000 times per minute on ball bearings. Two small rear brushes are also employed to aid in reaching into corners and up to the baseboard. A high-speed, heavy-duty, universal motor furnishes ample power for the polishing operation.

The machine weighs but 10 lb. The handle locks upright and can be released to any convenient angle for use. The trigger switch is located in the handle. The intended retail price is \$29.50.—*Electrical Merchandising*, November, 1929.



Master Healthizer

Two new models of "Healthizer" have been announced by the Master Electric Company, Dayton, Ohio.

Model 300 is of table type and No. 400 of floor type. Both machines have "Master" motors, ¼-hp., repulsion induction, for a.c. or d.c. and odd frequencies, with one speed and three variations or strokes. All mechanism is completely enclosed. Applicators include a 3-in., close-grained, khaki-colored canvas with hand grips and heavy leather loops. The finish is ultra modern, in multi-colored tapestry lacquer enamel.

The intended retail price of the table model is \$65; floor model, \$79.—*Electrical Merchandising*, November, 1929.



New Noma Items

Many new items are found in the "Noma" catalog of decorative lighting products, issued by the Noma Electric Corporation, 340 Hudson Street, New York City.

Among these new numbers are the Christmas tree stand illustrated and new pin-type waterproof multiple lighting outfit. The tree holder, with Santa Claus decoration, is wired complete with eight Mazda 15-volt series lamps. The stand can hold any tree up to 3½ in. in diameter. Its intended retail price is \$5.50.

The pin-type, replaceable solderless sockets of the multiple weatherproof outfit are made of bakelite, octagon shape, attractively colored. The extension connector permits the attachment of several sets. Equipped with seven Mazda 110-120-volt, C9½ intermediate type, 10 watt lamps in assorted colors. The intended retail price of the 7-light unit is \$3.75; 10-light, \$5.50; 25-light, \$13.25; and 50-light, \$26.50.

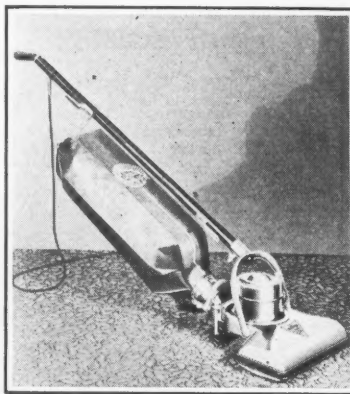
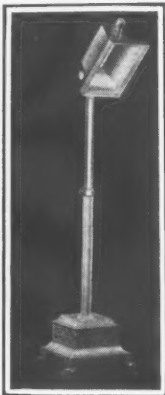
Other new items of special interest for Christmas-time sales are an 8-light series outfit at \$2.50; a 16-light outfit at \$5; a 10-light, standard base multiple set, using 10-watt lamps, \$8.25; electric candles, 8 in. and 15-in. high, at \$1.75 and \$2.50 respectively; candelabra of seven candles in multiple and series types, ranging in price from \$3.75 to \$6.50; an extension cord in 15-ft., 25 and 50-ft. lengths at \$1, \$1.35 and \$2; a 14-in. electric holly wreath, \$4.50; and the "Imp-Lite," a funny, little dancing doll, 35c.—*Electrical Merchandising*, November, 1929.

New Electrical Merchandise

Nu-Sol Sun Lamp

That it is neither a carbon arc nor mercury vapor lamp but a radically new departure from sun lamps now on the market is claimed for the "Nu-Sol" lamp by its manufacturer, the Nu-Sol Division, Applied Research, Inc., 4753 Broadway, Chicago.

The burner of the new lamp, it is declared, is as simple as a light bulb and has a two-year guarantee. In addition, a certificate plainly stating the ultra violet output accompanies each lamp. This new lamp is said to have radiation so carefully filtered that no goggles need be worn. The intended retail price of the lamp is \$99.—*Electrical Merchandising*, November, 1929.

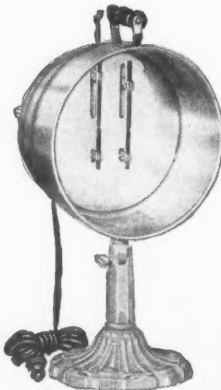


Hygienisac Bag for Hoover Cleaner

Another new development by the Hoover Company, North Canton, Ohio, is the "Hygienisac," a new, sanitary dirt bag for use on current "Hoover" models 700 and 543, as well as on all household-size models made during the past twelve years.

The "Hygienisac" is made of a pulp-felt, filtering fabric, so formed as to retain the dust and dirt forced into it and yet provide free filtration of air. The bag pressure of the "Hygienisac" is practically that of the regulation cloth bag and use of it will not lessen the efficiency of the cleaner's performance. It may be burned after the cleaning or may be emptied and re-used several times.

Purchasers of Models 700 and 543 may have ten "Hygienisacs" or standard bag for these models. The "Hygienisacs" are put up in packages of five to retail at \$1 and in packages of ten with adapter and support to sell to present "Hoover" users at \$3.50.—*Electrical Merchandising*, November, 1929.



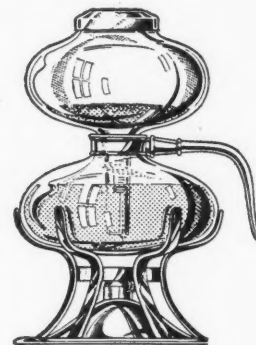
White Cross Carbon-Arc Lamp

The Model D "White Cross" sun lamp brought out by the National Stamping & Electric Works, 3212 West Lake Street, Chicago, Ill., is of the twin arc type with automatic feed and hand control. The calibrated timing mechanism automatically cuts off the current and rays at the end of a period of approximately six minutes. Longer exposures or treatments may be obtained by simply pressing the starter button and repeating treatment. The lamp comes complete with carbons and goggles and is listed at \$42. It has polished aluminum bowl with nickel and ivory finished base.

Model "C" is similar to "D" in construction and operation. This model is of table or wall type and may be adjusted in height. Intended retail price, \$35.—*Electrical Merchandising*, November, 1929.

Silex Electric Coffee Maker

"Silex" and "good coffee" are synonymous. This efficient little "Silex" coffee maker is now offered in a new, attractive model, in four-cup and eight-cup sizes. It is constructed of heat-proof glass with base of metal, with nickel or silver finish. In four-cup size, the intended retail price is \$9.85 and \$14.85, for nickel and silver finish and in eight-cup size, \$11.95 and \$16.95 for similar finishes. The Silex Company, Hartford, Conn.—*Electrical Merchandising*, November, 1929.



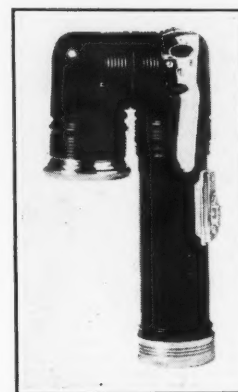
Ilgair Transom Ventilator

Made to fit any standard size transom and automatic in operation is a new "Ilgair" transom ventilator brought out by the Ilgair Electric Ventilating Company, 2874 North Crawford Avenue, Chicago.

The ventilator is automatically set in operation by opening the transom door. Closing the door stops the ventilator. This new device has a capacity for handling 750 cu.ft. of air per minute. It has fully enclosed self-cooled motor.—*Electrical Merchandising*, November, 1929.

Eveready Focusing Flashlight

One of the most useful additions to the "Eveready" line of flashlights of the National Carbon Company, 30 East 42nd Street, New York City, is the swivel head, focusing flashlight recently announced. It uses two standard "Eveready" unit cells, No. 950 and is equipped with standard "Eveready" safety switch, preventing accidental drain on batteries. Belt clip permits its use with both hands free. All fittings are chromium plated. Intended retail price, complete with batteries, \$3.—*Electrical Merchandising*, November, 1929.



Royal Candle Set

Because candles take on a particular charm at Christmas-time, the new Candalite set offered by the Royal Electric Company, Chelsea Station, Boston, Mass., is of special interest to trade and public alike.

Eight candles are included in this set, mounted on a base 24 in. long and finished in antique ivory, red or green. The candles are decorated in natural drip effect, with flame-colored Mazda lamps.—*Electrical Merchandising*, November, 1929.

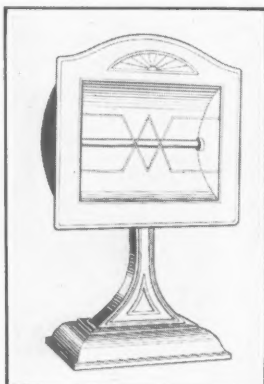
Lincoln Electro-Ciser

The Lincoln Manufacturing Company, Connersville, Ind., is offering a new model of "Electro-Ciser" electric exerciser. This new junior size machine is made in both table and floor type. It has four speeds and is priced to retail at \$69.50 and \$79.50 for the respective models.—*Electrical Merchandising*, November, 1929.

Sun-Stream Heater

Focused like an automobile headlight, the "Sun-Stream" portable heater of the Century Stove & Manufacturing Company, Johnstown, Pa., is designed to throw a flat beam, distributing the heat to a large area. The "Glo-Bar" heating unit is rated at 500 watts.

The heater is small and compact in size, measuring but 4½ in. deep, 9½ in. wide and 14½ in. high. Its parabolic reflector is finished in chromium. The heater itself may be had in finish of old ivory or peacock green. Its intended retail price is \$7.50.—*Electrical Merchandising*, November, 1929.



The Firing Line News.



New York

"For the Man at the Sales Front"

November, 1929

Kuhlemeyer Given James H. McGraw Award

Contractor-Dealer Medal for
Service to Industry

SWAMPSCOTT, MASS.—The contractor-dealer's medal and purse for 1929 given under the James H. McGraw Award was presented to John Kuhlemeyer on the occasion of the annual convention of the Association of Electragists, according to Earl Whitehorne of the Committee of Awards.

"The award is given", Mr. Whitehorne said, "in recognition of his outstanding services to the electrical industry through his practical leadership in promoting sales economies and his personal guidance to the contractors in many cities in establishing better methods of estimating and cost-keeping and a healthier competition."

The Committee of Judges which awarded the medal to Mr. Kuhlemeyer consisted of Charles M. Beltzhoover, A. Lincoln Bush, Hugo Tollner, and James F. Burns. The Committee of Awards consists of W. W. Freeman, H. B. Crouse, W. E. Robertson, L. K. Comstock, F. M. Feiker and Earl Whitehorne.

The medal and purse given under the James H. McGraw Award were awarded in 1926 to Louis K. Comstock, in 1927 to Joseph A. Fowler, and in 1928 to N. Jay Biddle.

The citation which accompanied the award read in part:

"John Kuhlemeyer, while an electrical contractor in Chicago, impressed with the inefficiencies of the average contractor in the conduct of his business affairs, became active in local association work, in the hope that he could awaken interest in better methods of cost keeping, estimating and selling among Chicago contractors and dealers. He voluntarily enlisted himself in the work of the local electrical leagues and at the invitation of these organizations began to work with the contracting groups of different communities, teaching the simple, common sense of cost analysis and competition. By practical schooling in meetings and through personal counsel to individuals to help them straighten out their own policies and methods, in the last several years he has brought about a most gratifying improvement in the economic health of the electrical trade of many cities.

Horace Hunt Leaves Merchandising

For Ten Years With
McGraw-Hill Company

Mr. Horace A. Hunt, who for the past two years has served successfully as Manager of *Electrical Merchandising*, has resigned his position to become, with Mr. George C. Donovan, distributor in Illinois, Michigan and Indiana for the Burdick Corporation, manufacturers of electric health appliances.

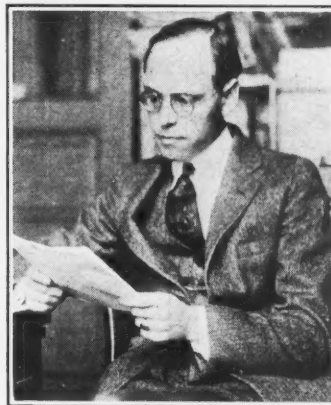
Prior to his position as Manager of *Electrical Merchandising*, Mr. Hunt was Manager of the Sales Promotion and Market Analysis Departments of the electrical and radio publications issued by the McGraw-Hill Publishing Company. Mr. Hunt came to this position from a number of years of service in the New York and Chicago advertising departments of these publications.

After graduation from the Clark University Mr. Hunt joined the merchandising staff of the New York *World*, leaving that newspaper in 1920 to join the McGraw-Hill organization.

During his connection with the McGraw-Hill electrical magazines Mr. Hunt has gained an unusually complete knowledge of electrical marketing.

A. W. Berresford Made Managing Director of N.E.M.A.

Heads Royal Sales



CLEVELAND, O.—James L. Mahon, formerly merchandising manager of The P. A. Geier Company, manufacturers of Royal electric cleaners, has been appointed sales manager to succeed H. C. Hammink, resigned.

Mr. Mahon has been actively connected with the electric industry since 1906. He joined The P. A. Geier Company in 1915 as advertising manager and in 1923 was given the additional duties of merchandising manager in which position he had supervision of junior salesmen.

Clarence Collens New President

WASHINGTON, D. C.—New officers were elected, a new managing director appointed and six trade practice conferences—the first in the electrical industry—were held under the auspices of the Federal Trade Commission during the third annual meeting of the National Electrical Manufacturers Association held recently at the Wardman Park Hotel, Washington, D. C.

A. W. Berresford, president of the American Engineering Council, past president of the Associated Manufacturers of Electrical Supplies, Electrical Manufacturers Club and the American Institute of Electrical Engineers, was appointed managing director of N.E.M.A., effective at once, to succeed Mr. Alfred E. Waller, resigned. Mr. Berresford was formerly vice-president and general manager of the Cutler-Hammer Mfg. Co. and vice-president of what is now the Kelvinator Corporation.

Clarence L. Collens was elected to succeed Huntington B. Crouse as President of the Association. Mr. Collens, who is president of the Reliance Electric & Engineering Company of Cleveland, has now served the electrical manufacturing industry as head of every association of which he has been a member. He has been president of the Electric Power Club, the Electrical Manufacturers' Council and the Electrical Manufacturers' Club and was also awarded the McGraw award for his part in bringing about the organization of N.E.M.A. Mr. Collens has served as a governor of N.E.M.A. and vice-president of its policies division.

The following vice-presidents were elected, the order of their seniority, as given, being determined by lot:

S. L. Nicholson, Westinghouse Electric & Manufacturing Company, New York; C. H. Strawbridge, Goodman Manufacturing Company, Chicago; W. E. Sprackling, Anaconda Wire & Cable Company, New York; D. R. Bullen, General Electric Company, Schenectady, N. Y.; Louis B. F. Raycroft, Electric Storage Battery Company, Philadelphia. R. H. Goodwillie was re-elected treasurer.

Noblemen, All!



Aristocracy of both Europe and America mingled at Detroit last month during the export conferences of the Kelvinator Corporation. Here we see Baron Parrilli, European sales manager for Kelvinator, Howard A. Lewis, treasurer, Kelvinator Corporation, Jack Egan, assistant treasurer, and Count Roberti Parrilli, in charge of service on the Continent.

The following section chairmen were selected from the section council to serve on the Board of Governors for this fiscal year:

I. A. Bennett, National Electric Products Corp.; H. T. Bussmann, Bussmann Mfg. Company; P. G. Duryea, Cook Pottery Company; C. A. Kurz, Jr., Kurz-Kasch Company; H. J. Mauger, Edison Electric Appliance Company, Inc.; Arthur Miller, Ivanhoe Division, Miller Company; D. H. Murphy, Wiremold Company; C. L. Nicholson, 2nd, Pass & Seymour, Inc.; J. P. Wright, Continental Diamond Fibre Company.

Ever since Trade Practice Conferences were inaugurated by the Federal Trade Commission, N.E.M.A. sections have been very much interested in their possibility as an instrument for the correction of unfair trade practices. Nine sections decided to try out the plan and six of them, namely, Molded Insulation, Carbon, Outlet Box and Conduit Fittings, Manufactured Electrical Mica, Flexible Cord and Vulcanized Fibre, officially went before the Commission, with their problems, in Washington. These Trade Practice Conferences were provided by Edgar A. McCullach, chairman of the Commission, who was very constructive in the advice he gave the sections to help them make their rules conform with the ideas of the Commission.

Other speakers at the general session of the policies division were W. E. Spracklin, who discussed market development, and W. W. Freeman, president of the Society for Electrical Development, who presented an outline of the work of that organization. Thomas Allen, chairman of the N.E.M.A. tariff committee, told the members of the work of his committee in connection with the new tariff law now before Congress.

Lionel Announces \$1,000 Prize Contest

"Uncle Don" To Broadcast

"Uncle Don," radio's most famous entertainer of children will help thousands of dealers sell more Lionel electric trains and model railroad accessories this season.

The program starts Nov. 8 when "Uncle Don" will organize Uncle Don's Lionel Engineers Club and will continue on successive Friday nights at 6:30 p.m. Eastern Time.

Announcement of the \$1,000 Lionel prize contest for boys will be made during the first broadcast. Details of this contest will prove of particular interest to dealers.

"Uncle Don" was selected to conduct the Lionel broadcasting because of the tremendous following among children that he has created during his years of specializing in kiddie entertainment.

Uncle Don's popularity extends practically all over the country, and his personal appearances in various large cities draws tremendous throngs of kiddies and parents.

Music on the Waters



The broad smile and the pipe belong to Count Felix Von Luckner, whose daring as a sea-raider during the days of the war made him world famous. The other grin belongs to William L. King, sales manager of the May Distributing Corporation, New York Philco representatives. The Count has just been presented with a radio set for Omella, which you will be surprised to know is a ship.

New Corporation Takes Over Detroit Range

Warren Noble Heads New Company

DETROIT, MICH.—Electro-Master, Inc., a new company with assets of over a million dollars, has been organized to take over the new electric range manufacturing business developed during the last year by a subsidiary of The Detroit Edison Company, The Edison Illuminating Company of Detroit. This was made known here today when Alex Dow, president of The Detroit Edison Company, turned over the business to a group headed by Warren Noble, the engineer responsible for the design and production of Electrochef.

The new company now owns all the assets of the range manufacturing venture of The Detroit Edison Company. The factory, which has been in production since the first of September, is now completely equipped for a production of 100 Electrochefs per day. Shipments have been sent to more than eighty electric light and power companies throughout the country.

Warren Noble is the president of the new concern. Other officers are Richard B. Marshall, vice-president and general manager; William C. Klann, vice-president; McKee Robison, secretary treasurer.

Directors are J. M. Hutton, of W. E. Hutton Company; James L. Coombe, vice-president of the William Powell Company, both of Cincinnati; Arthur Schwartz, president of Heyn's Bazar, Detroit; G. Hall Roosevelt, vice-president of

the American State Bank, Detroit; W. L. Danforth, Boston capitalist; Warren Noble; Richard B. Marshall, Alfred C. Marshall, vice-president and general manager of The Detroit Edison Company; and Edward T. Gushee, also of The Detroit Edison Company.

In discussing the change of ownership Mr. Dow said: "We have built in Electrochef the sort of stove our customers have been waiting for and we believe that the new company will continue to supply Electrochef in large quantities both locally and to other public utilities.

"It has not been the intent of the Edison Company to engage permanently in the manufacture of this or any other electric appliance. Electrochef was designed and offered to the industry to encourage residential electric cooking.

J. S. Sayre Heads Kelvinator Sales

Will Have Charge of Domestic and Commercial Distribution

DETROIT, MICH.—Announcement was made by H. W. Burritt, vice-president of the Kelvinator Corporation, at the opening session of the annual Kelvinator distributor's convention held in Detroit recently, of the promotion of J. S. Sayre to the position of Kelvinator sales manager in charge of domestic and commercial distribution.

Sayre joined the Kelvinator organization in 1925 as sales manager of the Detroit branch. During that connection, he organized the first Builder's department, and departmentalized the branch into domestic, commercial, apartment and builders. In 1926 Mr. Sayre was made manager of the Detroit branch, which position he held for one year. From July, 1927, to September, 1928, he was New England district manager and, at the same time, manager of the Kelvinator Boston branch. He was then called to the Kelvinator executive group in the position of domestic sales manager, which place he held until, on February 1, 1929, he was made assistant director of sales in charge of districts. October 1 he was appointed Kelvinator sales manager in charge of distribution and district operations.

Alabama Utility Sells 1,301 Ranges in 36 Days

BIRMINGHAM, ALA.—A new record was written into the Company's merchandising history when 1,301 electric ranges were sold in 36 working days in the 99'r campaign which ended September 15th, according to a preliminary report issued by the Merchandise Sales Division.

This report, subject to adjustment to care for any ranges sold but not finally installed, shows the Eastern Division the leader with 159 per cent of its quota sold, the Southeast, Western, Southern, Northern and Mobile Divisions following in the order named.

The Western Division was the leader in number of 99'r campaign ranges sold, a total of 243 being disposed of against a quota of 100, giving them 243 per cent of their quota sold.

Even in South America



Instructions for this window display appeared in *Electrical Merchandising* nearly a year ago. It was constructed by Emilio F. Wagner, y Cia, Lima, Peru, exclusive Westinghouse distributors.

Big Toaster—Little Girl



The "World's Largest Toaster," a reproduction of the regular "Tee-Ten" electric bread toaster made by the Rock Island Manufacturing Company of Rock Island, Ill. Mr. W. S. Ethridge, General Sales Manager of the company, exhibited this "World's Largest Toaster" at the recent National Electrical Exposition at Grand Central Palace, New York, N. Y. Oh, yes, the girl's name is Miss Bobbe Weeks. Telephone?

Flatiron Leads Appliance Sales in Texas

Refrigerator Close Second

ABILENE, TEX.—The refrigerator and the humble flatiron are leading in the sales of electric appliances sold in West Texas during 1928 and the first six months of 1929, according to sales records of the West Texas Utilities Company, Abilene, Tex.

Of all appliances sold in West Texas, the greatest sale fell to the humble domestic flatiron in 1928, when nearly 2,400 of these articles were sold. During that same year, more than 2,000 electric fans were sold to place second among all appliances.

In sales of major appliances, that is, vacuum cleaners, electric ranges, washing machines, etc., the refrigerator led in 1928 and is first this year. The first half of 1929 brought the sale of 1,500 refrigerators to outstrip its closest rival, the iron, by more than 500. For this same period, 700 electric fans were sold.

In the major appliances, it is interesting to note the phenomenal increase the refrigerator has had since its first sale in 1925. During that year there were only 56 sold. In five years it has worked up to 1,500 and that for only six months of the year.

Electric ranges and washing machines have places second and third among the major appliances this year, with sales of 700 and 450 respectively. An additional increase in volume is expected, however.

Oh, Boy! Can She Cook!



Fellers, you are lost! When a girl, well endowed with pulchritude can also turn out pies better than mother used to make, man, you are lost! Seated before the "mike" of "WTIC" over which she broadcasts to the housewives her Kool Kitchen Kookery Klub, is Florrie Bishop Bowering, Director of Home Economics for Landers, Frary & Clark, New Britain, Conn.

Hurley Begins \$75,000 Sales Contest

A special \$75,000 international sales contest has been started by the Hurley Machine Co., on the sale of Thor appliances, to determine the champion salesman of the Thor organization. The campaign started Oct. 1 and will end Dec. 24.

The amount of individual awards will increase in proportion to the increase in sales. This makes the drive unusually attractive to all Thor dealers and salesmen.

Yocum Resigns As Director of A.O.B.A.

Newsom Leaves Oil Heating Institute

Trell W. Yocum who left the American Petroleum Institute a year ago to become managing director of the Oil Heating Institute and the American Oil Burner Association, has resigned. He has not made public his connection for the future.

On the same date the resignation of E. Earl Newsom becomes effective. Mr. Newsom was handling advertising promotion for *Literary Digest* when he resigned to take the position of assistant managing director of the Oil Heating Institute on January 1, 1928. At the last national convention on the occasion of its incorporation he was elected secretary of the Oil Heating Institute. His resignation was presented at the July 9 meeting of the board of directors. Mr. Newsom has joined the John Day Co., New York, publishers.

Red Seal Applications Still Climbing

September To Set New Record

NEW YORK, N. Y.—Applications for Red Seal Wiring as reported to the Society for Electrical Development by local leagues continue to maintain the record setting pace of June when 1800 established a new high for all time. Incomplete returns from leagues indicate that the total for September will again top the 1800 mark, although coming at a time of year when residential construction is apt to be at its lowest.

Effective October 1, John S. Bartlett, formerly manager of the Electrical League of Milwaukee, joined the staff of the Society as supervisor of the Wiring Promotion Division of the League and Field Department.

R. G. McPhail, who formerly handled this operation in an acting capacity, will devote his time to special field surveys.

Capehart Makes New Promotions

New Departments Created

The following announcements have just been made by J. E. Broyles, secretary and general sales manager of The Capehart Corporation, manufacturer of automatic phonographs, Fort Wayne, Indiana.

G. C. Crary has been appointed salesmanager of the newly created Western Division comprising the Chicago, Minneapolis, Dallas and Pacific Coast regions.

K. F. Valentine, who has been a member of the sales organization for a considerable length of time, has been appointed assistant sales manager of the Western Division.

C. H. Davies has been appointed sales manager of the Eastern Division comprising the Cleveland, New York and South Atlantic regions.

H. C. Udell, of the sales department, has been appointed assistant sales manager of the Eastern Division.

C. W. Emley, who has been a Capehart field representative for the service department almost since the start of the organization, has assumed his new duties as service manager, succeeding H. L. Stark, who has been promoted to the position of sales engineer.

Samson Cutlery Company Reorganized

Form Samson-United Corporation

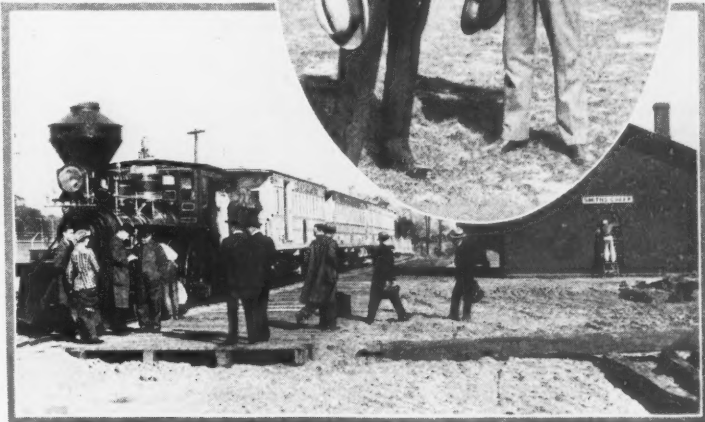
ROCHESTER, N. Y.—The formation of the Samson-United Corporation, which has recently absorbed the business of the Samson Cutlery Company, has just been announced.

The new corporation is headed by Mr. A. O. Samuels, as President and Treasurer and Mr. H. L. Samuels, as Vice-President and Secretary. The members of the board of directors are, beside the Messrs. Samuels, Mr. Richard Whitehead, Vice-President and General Manager of the New Haven Clock Company, Mr. B. B. Goodman and Mr. E. C. Redfern.

The Real Old Stuff

Owen D. Young, Chairman of the Board of the General Electric Company and Henry Ford look over the restored Menlo Park erected at Dearborn, Mich.

(Below) The old train which carried President Herbert Hoover and his party and Thomas Alva Edison from Detroit to Dearborn, Mich., October 21. One of the cars is a replica of the baggage car from which the boy Edison and his chemical apparatus were thrown to the platform of the Smith's Creek Station.



New Jobs

Mr. Schleicher, formerly with the American Radiator Corporation and for the past eight years with Schleicher, Inc., has joined the New York Kleen Heet organization. While with Schleicher, Inc., he made installations of electric heating and a survey of the oil-burner industry for various concerns.

The Warren Electric Appliance Company, Warren, Pa., announce new appointments: **John Livor**, 1105 Statler Building, Boston, Mass., has been appointed exclusive representative for Weaco Heaters in the New England territory. **Carl C. Kohn**, 323 West Washington Street, Phoenix, Arizona, has been appointed exclusive representative in Arizona and New Mexico.

They have also opened an Export Office in New York at 17 Whitehall Street with **J. Fluxmon** as Export Manager.

The Federal Steel Products Company, Newark, New Jersey, manufacturers of safety switches, panelboards and steel cabinets has engaged **C. G. Horton**, 137 Kneeland St., Boston, as their New England representative.

E. J. Grant, formerly of Lord & Thomas, and after that with Ruthrauff & Ryan, Inc., advertising agencies, has been appointed Advertising Manager of the Winslow Boiler & Engineering Co. at their general offices in Chicago. Mr. Grant will supervise all Kleen-Heet advertising and sales promotion.

William E. McKenzie, formerly Service Manager of the Chicago branch for Kleen-Heet has been made General Service Manager of the national organization.

A number of new employees have recently been added to the staff of the Belmont Corporation, Minneapolis, Minn. **L. D. Pierce** has been appointed a special representative for North Dakota; **R. W. Seegerstrom** has been appointed a special representative for Southern Minnesota; **Nels Larson** has been transferred from the Minneapolis House to the St. Paul House and will contact St. Paul trade.

C. M. Brewer, vice-president and general manager of Mountain States Power Company and the California Oregon Power Company, has announced the appointment of **Glen L. Jackson** as sales manager of both the California Oregon Power Company and Mountain States Power Company, and also the appointment of **J. J. Buchter** as merchandise manager for both properties.

Announcement has been made also of the appointment of **H. L. Bromley** as advertising manager of both the California Oregon Power Company and Mountain States Power Company.

Commercial Men Gather at Nebraska

Fifth Annual Commercial School Held

CRETE, NEB. — One hundred twenty-five central station commercial men, electrical jobbers' and manufacturers' representatives were present at the fifth annual Nebraska Commercial School held at Camp Strader, Crete, Nebraska recently. The camp was sponsored by Commercial Committee, Nebraska Section, N.E.L.A.

An intensive program, covering lighting, cooking, water heating and general sales tactics, trade relations and public relations in selling, advertising and publicity was followed through to a successful finish.

R. W. D. Jones, Westinghouse Company, **P. L. Miles**, Edison Electric Appliance Company, **W. A. Dannenhauer**, Edison Electric Appliance Company, **Marshall Adams**, Westinghouse Company, **Colonel G. W. Hill**, Automatic Washer Company, **J. R. Poteat**, Edison Electric Appliance Company, **A. J. Cole**, Clark Electric Water Heater Company, **W. H. Rademacher**, Edison Mazda Lamp Works, **R. B. Wilson**, Premier Sales Company, **H. G. Kobick**, Hurley Machine Company, **J. J. Stanton**, Westinghouse Company, **W. H. Taylor**, General Electric Company, **J. S. Sayre**, Kelvinator Corporation and **W. H. Aberdeen**, Westinghouse Company, participated in the program.

Thorne Browne, director of the Nebraska Section, N.E.L.A. and **Stanley Taber**, Chairman of the Commercial Committee headed the camp activities.

Paul A. Douden has been made Resident Engineer in their Denver district.

Mr. Douden's territory includes the states of Colorado, Wyimogan and part of Idaho. His headquarters will be at 1708 Sixteenth Street, Denver, Colorado.

Edward Hughes, aviation construction engineer, has been appointed works manager of Copeland Products, Inc., President Louis Ruthenburg, announces. The appointment is effective immediately.

Mr. Hughes goes to the Copeland plant from the Heywood Starter Corporation, manufacturers of motor starting equipment for airplanes, of which he was general manager.

Previously he was with the Aircraft Development Corporation, Detroit, and with the Delco division of General Motors.

The Beaver Manufacturing Company, Newark, N. J., manufacturers of electric specialties, announce the appointment of **W. H. Beaven**, 1318 Comer Building, Birmingham, Ala., as their representative in the south.

On Location



During the filming of the recently-released feature picture of the 1929 Automobile Races in Indianapolis, **Frank Hoke**, chief engineer of Holcomb & Hoke, was invited to participate, with "Electramuse" assisting in the action.

Magdsick Elected President of A.I.E.

Has Wide Experience in Lighting Field

PHILA., PA.—**H. H. Magdsick**, Director of Commercial Engineering, National Lamp Works, Nela Park, Cleveland, Ohio, was installed newly elected president of the Illuminating Engineering Society for the ensuing year, at the annual convention of that organization in Philadelphia recently.

Magdsick has done considerable research, in co-operation with foreign interests, in European lighting conditions. He is a member of the lighting division of the Society of Automotive Engineers, and comes into the presidency of the Illuminating Engineering Society from the office of vice-president and chairman of the committee on papers of that organization.

Ewald Leaves Pittsburgh League

PITTSBURGH, PA.—**Harry W. Ewald**, Manager of the Electrical League of Pittsburgh has resigned that position to become assistant to **George E. Whitwell**, Vice-President of the Duquesne Light Company and the Equitable Gas Company, according to a recent announcement.

He will be succeeded by **G. H. Nickerson**, formerly sales assistant to the general manager of the Equitable Sales Company.

Hart Opens Chicago Office

HARTFORD, CONN.—The Hart Manufacturing Company of Hartford, Conn., makers of "Diamond H" heater switches, has opened an office and warehouse in the Williamson Building, 605 West Washington Blvd., Chicago, Ill.

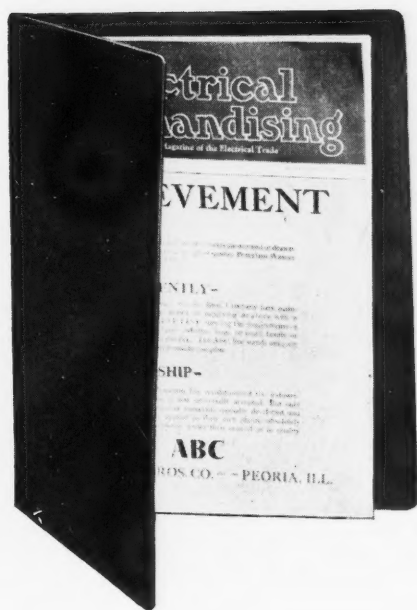
New Distributors

The radio division of the Gulbransen Company at Chicago, announces the appointment of the following new jobbers in seven of the larger distribution centers of the country: **Braiterman Fedder Company**, Baltimore; **George Byers & Sons Company**, Columbus, Ohio; **Colonial Electric Supply Company**, Philadelphia; **North Coast Electric Company**, of Portland, Oregon, and Seattle and Tacoma, Washington; **Smith-Hassler-Sturm Company**, Indianapolis, Indiana.

The S. T. Johnson Co., manufacturers of oil burning equipment, announce the appointment of **E. Tucker** of Sutter Creek, Calif.; **Bristol Electric Co.**, of Bristol, Conn.; **Oil Burner & Supply Co.**, of Cleveland, Ohio; **E. P. Knauer Co.**, of Manitowoc, Wis.; **Warning Sheet Metal Co.**, of Oshkosh, Wis.; **Ralph King**, of Atlantic, Iowa; **Peterson Roofing & Supply Co.**, of Mason City, Iowa; **L. C. McDill**, of Dunsmuir, Calif.; **J. Frank Boyer Plbg. Co.**, of Norristown, Pa.; **L. G. Gebard**, of Ventnor, N. J.; **A. G. Rushlight & Co.**, of Portland, Ore.; **S. & H. Engineering Co.**, of Montreal, Canada; **Oil Burner Service Co.**, of Rockford, Ill.; **Raymond H. Bell, Jr.**, of Columbus, Ohio, and **Anderson, Meyer & Co., Ltd.**, of Shanghai, China, as Johnson representatives in their respective territories.

Henry C. Houck of G.E. Dies

Henry C. Houck, manager of the Merchandise Department of the General Electric Company, died at his home in Bridgeport, Conn., on October 15 after a protracted illness.



IF You Want a BINDER

LOUD wails have reached this office in past years from readers who had difficulty in making their Appliance Index issue last the year 'round.

It is put to such constant use, they say, and handled by so many people that it loses its crisp clean-cut appearance and becomes a battered and tired looking book.

We come to the rescue with a snappy solution.

Relentless inquiry has revealed that it is possible to obtain a good stout board binder covered with fabrikoid. We have bought a quantity and offer them to our readers at \$1.50 (our cost). The binder is not only durable but good looking with the impressive title "Electrical Merchandising Appliance Index" embroidered neatly on the cover.

If you want one write enclosing \$1.50. We will do the rest.

Electrical Merchandising

The Business Magazine of the Electrical Trade

O. H. CALDWELL, Editor
L. E. MOFFATT, Managing Editor

EARL WHITEHORNE
Contributing Editor

S. J. RYAN
Merchandising
Counselor

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Publishing Director

December
1929

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Home Appliance
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HARRY PHILLIPS
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LAURENCE WRAY
Assistant Editor
CLOTILDE GRUNSKY,
Pacific Coast Editor
San Francisco

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Copyright, 1929, by McGraw-Hill Publishing Company, Inc.

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McGRAW-HILL PUBLISHING COMPANY, INC., Tenth Ave. at 36th St., New York, N. Y.

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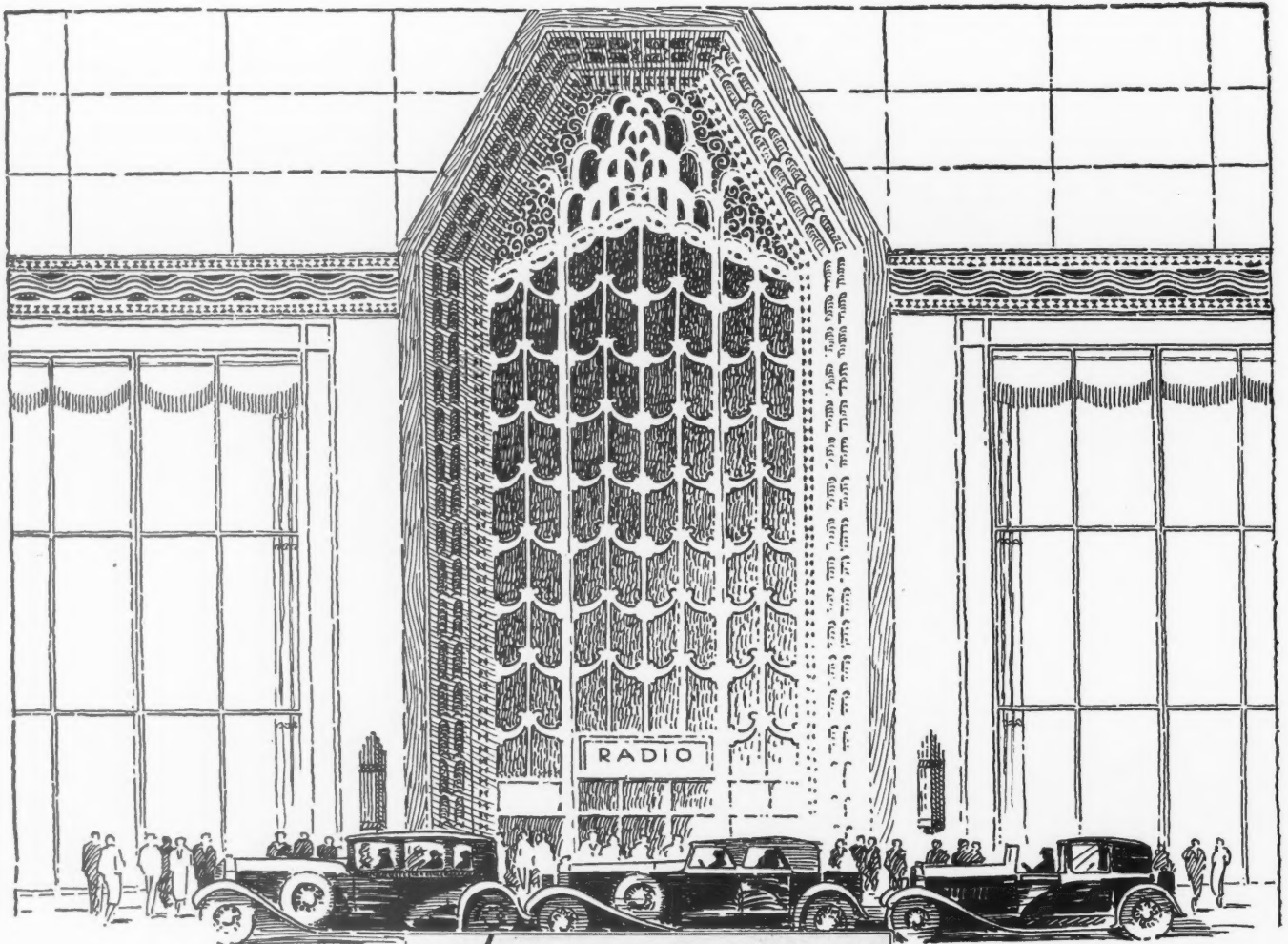
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The **FINE TRADE**
follows
Stromberg-Carlson



No. 642. Employs 6 tubes, 3 of them Screen Grid. Price, less tubes and Speaker, East of Rockies . . . \$259.00

FAR-SIGHTED dealers recognize two very definite advantages in cultivation of the "class" market.

First, they have the increased profits resulting from higher sale units. Second, they enjoy not only the patronage of discriminating people, but also of that larger public who follow the lead of those who know and buy the best.

In Radio, there is no better drawing card to the fine trade than Stromberg-Carlson.

STROMBERG-CARLSON TELEPHONE MFG. CO.,
ROCHESTER, N. Y.



No. 846. Employs 10 tubes, 3 of them Screen Grid. Price, less tubes and Speaker, East of Rockies . . . \$347.50

Stromberg-Carlson

MAKERS OF VOICE TRANSMISSION AND VOICE RECEPTION APPARATUS FOR MORE THAN THIRTY-FIVE YEARS

DECEMBER, 1929

Electrical Merchandising

O. H. CALDWELL,
Editor

A MCGRAW-HILL PUBLICATION. ESTABLISHED 1916

Back to COLD TURKEY

BUSINESS, say the prophets of pessimism, is going to hell. When you ask why, these blue-spectacled gentry tell you that the stock market has slumped, that \$30,000 pearl necklaces are being returned to Fifth Avenue jewelers and that the Rolls Royce factory is closed down.

To all of which the average business man, doing business with average people, will skeptically ask—"What of it?"

Gossip, based on rumors, spreads a needless anxiety that retards the orderly course of business. And much of the talk we hear today of business depression is nothing but mischievous gossip. Facts from many sources, as well as the opinions of responsible leaders in industry, indicate that we face no impairment of purchasing power (outside the high luxury brackets) and productive business is doing very well, thank you.

The trouble with the amateur business forecaster is that he mistakes the stock market for business. Speculation in stocks is not the business of this country; some people think so, due to a wide interest in the recent bull market and to the prominence which newspapers throughout the country have given stock market events. There has been a cut in paper profits which has affected relatively few people. But the important fact remains that there is no decline in employment; there have been no reductions in wages; the purchasing power of the great American public remains not only unimpaired but well above levels of former years. And if, because of a psychological condition the public are hesitant of buying, there is one remedy open to every merchant: more aggressive selling.

CONSIDER the relation of our own trade toward the great consuming public. People must eat, they must wear clothing which must be washed and ironed, their homes must be cleaned and lighted, their food must be preserved by

proper refrigeration and they must have the hours of entertainment which healthy human beings require. And, consequently, they must go on buying ranges and cooking equipment, washers, ironers, cleaners, refrigerators and radio. Our trade makes little appeal to the millionaire spender. Our merchandise and services are the basic necessities of the professional, business and working classes. Indeed if the public go in for greater economy the result should be reflected in the purchase of household tools for economical living as well as more giving of useful things at this season—more vacuum cleaners, more refrigerators, more radio sets instead of diamond rings, motor cars and costly furs.

Money will be spent this month! As one indication only: Christmas clubs will distribute \$600,000,000 to 9,000,000 persons; a healthy amount of spending money which at this time looses a widespread purchasing power.

THE electrical trade has no cause for worry if it will go to work. Extra hours of selling will gather in the expected quota of Christmas business. And that quota even can be increased if we renew our old time devotion to "cold turkey." The electrical appliance business has been built on this element of business diet. And when business is slacking off and stocks are high, there is only one remedy: selling; not selling at sacrifice prices, but hard selling, outside selling, *cold turkey* selling.

Every sales manager can and should imbue his force with these facts. They will accept such truths eagerly at this time. No salesman wants to see his income impaired any more than the dealer wants to see his sales slack off.

So let us for a time at least write our slogan: *back to cold turkey*. Such a diet will fatten salesmen, demonstrators, dealers and central stations back to better than normal.

The Appliance Business

is NOT

It is no field for quick money and get away. Successful operation is based on a policy of continuity in merchandising lines, in management and in sales.

AN IMPORTANT part of my job is talking things over with appliance dealers. At lunch recently with several appliance men, competing but friendly, the conversation was blue with the difficulties and dissatisfactions that this particular business entails. Trade-ins that sopped up the profit, chiseling sales managers, seasonal depressions, floaters, advance artists, cancelled franchises, excessive quotas. We canvassed all of them.

"It's a goofy business," said one dealer. "It's not a business," said another, "it's a racket."

One of the men, a most successful washer dealer, had taken little part, I noticed, in the general bellyaching.

"Do you think the appliance business is a racket?" I asked him.

"It is not," he answered.

"How do you control all these difficult problems?"

"Come over to the office and I'll tell you" was his answer.

I did and he did.

ALTHOUGH I am not permitted to give this dealer's name, the analysis he made of his business is of importance to every man in the electrical trade. It is important because this particular business has become large and successful through the application of certain well-defined principles worked out by common sense and trial and error. I will set them down about as he gave them to me.

First, he understands the exact character and limitations of his business. It is an electrical specializing business as distinguished from an electrical merchandising business. As he put it, you merchandise when you have store traffic. You *specialize* when you seek your customers in their own homes. This distinction is a simple one, but it determines the price range, character and variety of the merchandise which such a dealer can handle. Specialized business, too, makes necessary a closer adherence to certain well-defined policies. The

By L. E. Moffatt

dealer for one thing must stick closer to his manufacturer and change lines only when absolutely necessary.

A business of this sort depends on a set of factors peculiar to itself. In their order of importance they may be summarized as follows:

First, continuity of effort;

Second, adequate financial set-up;

Third, a proper accounting system;

Fourth, a service organization that not only helps maintain satisfactory relations with a customer, but keeps the operation down to the lowest practicable cost;

Fifth, a collection system which keeps accounts receivable in a state of progressive liquidation. And only last on sales methods and management.

THIS is not quite the usual order. We are usually inclined to place the greatest emphasis on selling goods. But to this dealer, sales organization, while obviously vital, must not absorb all the best energies of the owner.

"What good," he asks, "is a dealer who is a first-class sales manager and yet is without a fundamental grasp of the principles of business?" Management of money he said, is just as important as the management of men, but it gets less thought and attention in a specialty operation. Now this statement is not clear without further explanation. And to make clear the management of money, of men and of time as practiced by this dealer, let me take the five factors mentioned above and analyze them in the light of his experience.

First, to make clear his point of the importance of continuity of effort. The dealer must continue to push the sale of the same make of product because on such continuation depends such vital elements as the growth of sales through community acceptance of product and the growth of a strong and confident relationship between the manufacturer and the dealer. If by continuity these two results may be achieved, the contingent liabilities of this business are minimized.

A RACKET



Photo by
LAZARNICK

It would be going too far, perhaps, to say that one of these contingent liabilities is the manufacturer, but consider how closely the dealer is tied to his manufacturers. In the first place the dealer's business is built upon a franchise and his activity tends every year to make that franchise more valuable, and the dealer has only the good faith of the manufacturer to depend on that his franchise is not lightly altered or withdrawn.

Then again, because of the closeness with which the dealer is linked to the manufacturer, the dealer, through no fault of his own, may be penalized for the manufacturer's mistakes. If, however, he has built on the principle of continuity, establishing the manufacturer and himself in his locality over a period of years, such mistakes need not be disastrous. A certain amount of profit may be lost, but in the long run is regained.

Perhaps the most important result of continuity of effort is the degree to which it safeguards collections. It is the only guarantee that book profits will ultimately become cash profits. Book profits in the specialty business are tied up in installment accounts and the paying out of these installment accounts is contingent not only on the dealer's remaining in business, but to a great degree on his successfully selling the same line of appliances.

IT OUGHT not to be necessary to say anything about the importance of accounting, and yet too many dealers neglect this vital guide to the conduct of their business. Too many dealers admit the importance of accounting and let it go at that. The fact is that no business needs good accounting to a greater degree than a specialty dealer's business. One of the reasons is that in an electrical specialty business handling vacuum cleaners, washing machines and radio especially, there is a considerable inventory of merchandise which is in the hands of the salesmen. Our net profits are not any too heavy and the difference between profit and loss in such a business may depend on the care with which this merchandise in the salesmen's hands is followed up.

Collections belong with this topic of accounting and a hardboiled, efficiently-operating collection system is just as important to an organization of this kind as a sales force or a bookkeeper. We hear a good deal of talk about the competition for the consumer's dollar, but there is hardly less keen competition for the collection dollar after the sale is made. Installment payments have made buying so easy in some cases that a proportion of the purchaser's income is pledged to two or three or even more debts which are being liquidated in partial payments. The story of the man who made forty dollars a week and owed thirty on installment payments is not entirely imaginary. And in the competition for the collection dollar, it is the first collector that gets to the customer after the pay envelope has been received who gets his installment.

AS I HAVE pointed out this dealer places less importance on selling methods than on management. It must not, however, be assumed that selling is not of prime importance. Naturally it is and sales management is departmentized so that each appliance, and there are a number handled, has its own sales force.

The main business of this dealer is in washers. This business has been built on washing machines and the head of the firm himself regards the washing machine business as his special responsibility. He knows how much washing machine business he has to do to pay the

expenses and to produce the amount of profit needed to meet the budget requirements, and he makes it his own task to see that the volume reaches the budgeted requirements. Get this also: washer sales are budgeted to cover all expenses and to show a profit so that the business could stand on its washer sales only, other business is therefore *plus*, plus volume and plus profits.

The basis on which this additional or plus business is handled runs contradictory to much business theory. In essence it is to charge all expenses to one line (washers) with a fifty per cent margin and looking to other lines on smaller margins as *added volume and profit*.

THE operating cost of this business, as with all specialty operations, is high. Yet because refrigeration is plus it can be handled on a 25 per cent spread, although the general overhead on the business is 32 per cent. This is true also with radio and with oil burners.

On this *plus* basis the dealer handles two makes of cleaners, two makes of refrigeration, ranges and radio and oil burners. None of them under an exclusive franchise. These lines are all departmentized with responsible managers in order that this plus business does not infringe on the time of the dealer himself. This dealer, because washer business carries the chief burden, makes the washer his special care. And he will not permit his time to be taken up by problems relating to other lines which can be solved by the managers of departments.

Plus business can only be profitably handled on any line in a certain determined proportion to the washer business. Roughly, washer business will be 60 per cent of the total and two makes of cleaners, refrigerators, ranges, radio and oil burners will make up the other 40 per cent. This relationship is not allowed to be altered. Furthermore, plus business must be on specialties only. Lamps, decorative furniture, china ware or gifts are not regarded as desirable plus business chiefly because they are suited to a merchandising but not to a specializing business.

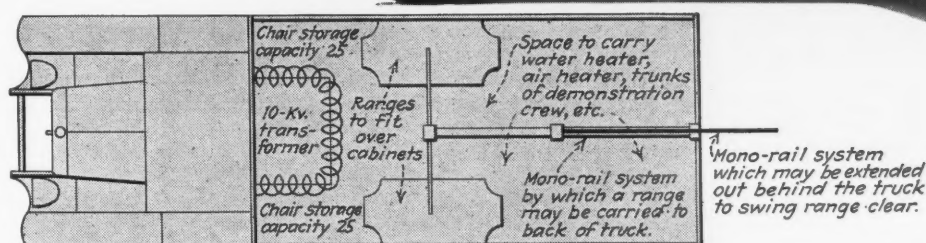
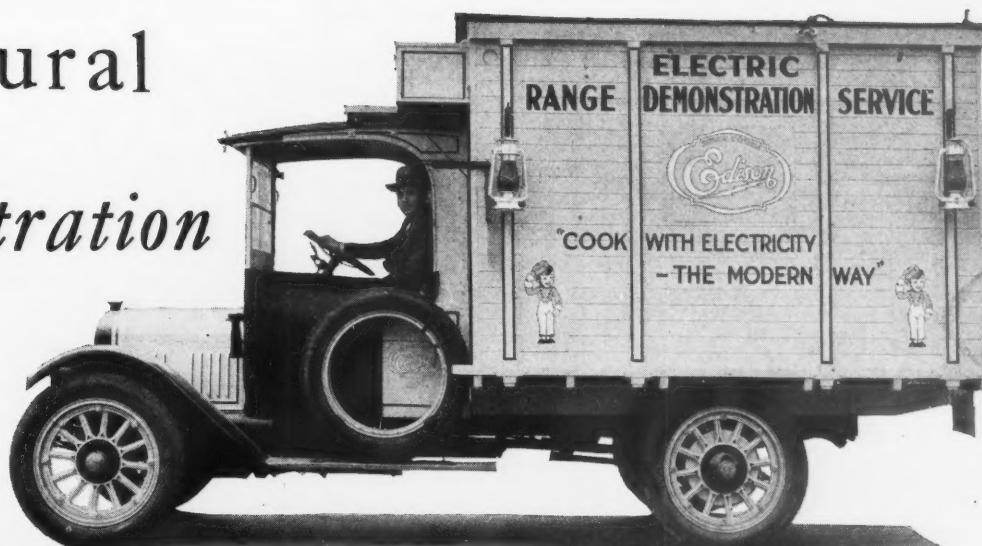
In commenting on the lines suitable to handling on this plus basis, this dealer makes it clear that not only must the lines be specialties, but the best-known specialties of their types. A limited margin on a quality article sold on this basis is profitable. It is not profitable if the dealer himself allows this plus business to infringe on his major article. Furthermore, since this plus business is mainly on a subagent basis, the dealer does not have to assume service responsibility.

THE moral of all this, as I take it, is that when the specialty business impresses its critics as a business too hectic for stability, it is because the accent has been placed on volume selling only.

The individual business man in this trade must come to place stability of operation and regularity of earnings above too rapid expansion of sales. He must settle in his own mind the limitations imposed by the character of his business and keep his operation within those limits. If his business is specializing he can diversify only along specialty lines and diversification must not bring with it a scattering of executive attention. Such business depends primarily on successful distribution of one major line. Added profit can be gathered from additional or plus lines, but only when such lines are carried as supplementary to the major line and only when they are not permitted to divert capital, time or energy from the specialty on which the business is based.

For Rural Demonstration

The Southern California
Edison Company designs
a new truck



For range demonstration
in outlying districts

IN ORDER to facilitate the giving of range demonstrations, particularly in small towns where there are not usually adequate facilities, the Southern California Edison Company has designed a demonstration truck which is complete in itself.

Each of these trucks is in charge of a man whose duty it is to arrange the schedule of the truck, moving from one small population center to the other on a three day schedule—one day for moving and two for the demonstration and abbreviated cooking school. With him is a woman demonstrator and in the body of the truck is complete equipment, down even to the transformer and connections which eliminate the necessity for expensive temporary wiring. Space is also provided for the personal trunks of demonstrator and crew and for water heater, air heater and any other accessory equipment which it is desired to demonstrate. The whole is so arranged that the material can be loaded by one man.

Immediately behind the driver's seat on each of these trucks is a 10-kv. transformer permanently mounted and encased in a wire safety cage. Over the driver's compartment is a box containing 150 ft. of 5,000-volt flexible cable. One end of this is permanently connected to the transformer inside the truck and the other is so fitted as to permit it to be made fast to any service line, through primary fuses mounted on a board which is hung on the cross arm with standard transformer hangers.

TO FACILITATE the use of this arrangement, a 9 ft. pole is mounted on the top of the truck, jointed near the front of the truck body. When the truck is in motion, this pole lies flat along the top, but it may be erected to a perpendicular position for use, being held in place by three guy wires. This carries the cable which is threaded through a hook at its top. As the truck itself is 9 ft. in height, this gives a total effective clearance of 18 ft., as required by state law.

Occupying a portion of either side of the truck's interior and fastened to the bottom are two chests of just

the correct size on which to rest a range. These provide space for the various food staples and utensils required in a demonstration. Their dimensions are so planned that the ranges fit down over them and are thus effectively kept in place while the truck is in motion. On either side of the transformer, folding chairs are stored, there being room for twenty-five on each side. There still remains adequate space toward the rear of the truck for water heater, air heater, trunks or other material.

A monorail system along the top of the interior of the truck, with a crane-like projection which can be extended a foot or two in the rear makes it possible for one man to load and unload the ranges. Each truck carries a set of steps which can be attached to the rear to aid in handling material. The trucks are painted a bright orange with black lettering and serve to advertise their own purpose and to interest in advance the public who are later to make up the audience.

ALL that is necessary, therefore, is for the man in charge of the truck to plan his route and to arrange some hall for use on the date specified.

Invitations are issued in advance and an announcement run in the local paper, with the result that classes of from fifteen to fifty are ready to enjoy the cooking school. Classes are given in the afternoon on two successive days.

On arrival it is only necessary to run the truck up as near as possible to the place of demonstration, make the simple connection with the service line, set up the range or ranges on the space allotted to the stage, arrange the foodstuffs and utensils and set out the chairs.

Sales representatives in the various districts are notified in time to attend these meetings and they are busy making contacts with those housewives in the audience who are prospects for an immediate purchase. It has usually been found that at least three ranges are sold outright as the result of such a demonstration and that a large number of prospects are added to the salesmen's lists for later attention.

These bright sketches appeared at regular intervals in Boston theater programs.



DON'T SELL THE OLD FARM, FATHER. GIVE THE BARN THING AWAY!

"There's no use trying to sell the old homestead, Dad," argued Nellie, "nobody will buy it. If you only had let me follow the advice of that Home Service Specialist of The Boston Edison Company, and put in adequate electric lighting, we could have palmed off the old dump at a profit."

"You're right, me gal," growled the old curmudgeon... "next time we'll know better."

THE EDISON ELECTRIC ILLUMINATING COMPANY OF BOSTON



CEASE, WOMAN! HISSED MERTON

"What with my hay fever, I cannot stand this continuous sweeping," roared the irascible Merton Gonnick.

"But what shall I do," cried the little woman, aghast at the thought of dust no inch thick on her floors.

"Consult a specialist from the Edison Company's Home Service Division," replied her lord and master... "and you'll discover how quickly and efficiently an electric vacuum cleaner will do the work."

THE EDISON ELECTRIC ILLUMINATING COMPANY OF BOSTON



I'd Like to Marry Little Nell Spluttered Caleb

"Well, can you provide properly for her?" queried old man Cinch, craftily.

"I think I can, sir," parried the undertaker's assistant.

"I have bought a new house and a specialist from the Home Service Division of The Boston Edison Company has helped me fix it up..."

"Enough, enough," roared the satisfied old codger, "lug her away!"

THE EDISON ELECTRIC ILLUMINATING COMPANY OF BOSTON

Educating

IT MIGHT seem a little absurd on the face of it to speak of "educating Boston," recognized traditionally as the center of American culture. But this is a story with an electrical moral.

It has been repeated on various occasions that the primary function of a central station is not to merchandise electrical appliances for immediate profit, but to pioneer their use and to aid in stimulating their sale at every point of distribution. The Edison Electric Illuminating Company of Boston in approaching the question, put themselves on record in a statement of policy to this effect:

"That it is our duty to instruct the public in the proper use of appliances, to do the pioneering work in opening up markets for new appliances, and to co-operate with the dealers by executing and financing constructive, educational selling and advertising campaigns."

This is but one paragraph from the clearly defined policy of the company on merchandising which throughout reflects a broad promotional spirit designed to increase the sales of all electrical outlets in Boston.

The business of co-operating with the local contractor-dealer is carried on by many utilities. But the Boston Edison Company have gone further. In two recent campaigns on vacuum cleaners and washing machines, they have co-ordinated the selling not only of their own forces and the contractor-dealer but have brought in the sales energy of three of the leading department stores in the city as well.

The most recent of these campaigns, on a low-priced washer, is, at the time of writing, still in progress. The activity was carefully planned. Prior to the inauguration

How the Edison Electric Boston creates the merchandising outlets



This broadside distributed by the Boston Edison Company during a recent campaign on a low-priced washer, contained the names of three




WHO IS THIS WOMAN, MARMADUKE?
DEMANDED HATTIE

"Well it's just this way, my dear," hazarded her spouse, coyly adjusting his toupee. "You didn't seem to know how to run that new electric washing machine we bought . . . so I thought I'd have a Home Service Specialist from The Boston Edison Company come out to show you."

"And rightly so" . . . murmured Hattie . . . "I should have thought of it myself."

**THE
EDISON ELECTRIC ILLUMINATING
COMPANY OF BOSTON**



**My Daughter has Eloped
Shouted Rufus, hoarsely**

"I knew she'd run away with the iceman sooner or later," bandied his ball and chain, sarcastically.

"Then it's your fault, my sweet," grumbled the old fogey, "you should have followed the advice of that Home Service Specialist from the Edison Company, and installed an electric refrigerator."

**THE
EDISON ELECTRIC ILLUMINATING
COMPANY OF BOSTON**

An amusing way in which the Boston Edison Company conveys the electrical message.



**MY NAME IS GIANOPOULOS
WHISPERED THE STRANGER**

"Well, that's a shame," cried old man Haddock, "but come in anyway, and tell me what I can do for you."

"Listen, mister," spoke this cagey boso, doffing his skull piece and glancing around uneasy-like. "I've heard so many people speak of how attractive your place is since that Home Service Specialist from the Edison Company gave you some suggestions that I . . ."

"You're right, my boy," interrupted the old fossil, "come down cellar; then I'll show you the house."

**THE
EDISON ELECTRIC ILLUMINATING
COMPANY OF BOSTON**

BOSTON

By Laurence Wray

*Illuminating Company of
and stimulates all merchan-
that serve it.*



Richard Lincoln,
*Superintendent of Appliance Sales
Edison Electric Illuminating Company
of Boston*



leading department stores. The customer was given the option of buying at either the central station or another favorite shopping place.

of the campaign proper, a meeting was held with the sales managers of three department stores—R. H. White & Company, the Gilchrist Company and Houghton & Dutton. It was decided at that time that if the department store and the central stations were to combine their efforts on a washer campaign, the results accruing from co-operative advertising and merchandising would reveal themselves in a far more impressive showing.

All the participants in the campaign ran their own special advertising in all the Boston newspapers on different days in order that the story would be kept continually before the public. In addition to newspaper advertising, approximately 175,000 broadsides were mailed by the Boston Edison Company to their custo-



The
ELECTRIC ILLU

THE NEW SILENT KELVINATOR

Come in and see it today. It is most reasonable in cost. Small down payments, balance in ~~monthly payments~~ monthly payments for Edison.

{ during
JUNE

\$5 DOWN - 18 MONTHS NO PAY - either model \$159⁹⁹
monthly
for 18 months

Here is the SAVING

June Pass, unutilized	100.00
June Pass, unused	45.00

Euro 145.00 ex IVA Range Euro 170.00 ex IVA
 Model 11-11 5 FT Upper Apartment Model 11-11 5 FT Upper Apartment
 The model is better

CRAWFORD Temperature Control
Both of these ranges have the Crawford Temperature Control, a mechanical device which

green aluminum control of the oven temperature. Mostly air is in the furnace compartment and the oven with automatically stay in that position as

Was not on those days.

...and obtain the same price and terms as

WILSON

The EDISON Shops

EDISON ELECTRIC ILLUMINATING COMPANY OF SO. NATICK BOSTON

FRAMINGHAM
44 Union Avenue

or from any of these ELECTRICAL CONT
HOLLISTON

FRAMINGHAM					
ELECTRICAL SUPPLY CO.	175 Concord Street	RALPH D. COLBURN			Wm
	111 Concord Street	WILFRED BORNHAW			Wm
		WILLIAM B. SMITHSHIRE			

OLIVER F. GARDNER

SOUTH SUBCITY
G. H. GOSLAR

Mr. Lincoln pointed out further that the advertising program of the Boston Edison Company was completely co-operative in character. With the exception of full

page ads run during a special appliance campaign, the entire advertising policy of the company is first to promote the idea of the complete electrical home to the consumer and, second, to build up the confidence of the customer in their electrical contractors and dealers. In the latter series, a slogan "Rely on Your Electrician" was coined, which has been widely used throughout the company advertising. In addition, all special campaigns on a featured appliance carry the names of co-operating contractor-dealers in metropolitan Boston.

It will be readily seen, then, that the Boston Edison Company's own merchandising operation is regarded as no index to the merchandising results from the community. For the past few years, their own appliance sales have averaged about \$800,000 a year, an average sale per domestic meter of only \$3.59. Figures have not been gathered to indicate the total sales of all outlets, but a study of the situation by the writer indicates that Boston is well up among the leading cities in the sale of electrical equipment. There is a healthy electrical trade, the department stores have large and active departments, and a number of energetic specialty organizations are doing a good volume of business.

EDUCATION of the consumer is not confined to advertising. One of the company's slogans "For Your Convenience" has special significance. It relates chiefly to the activities of the Home Service Division which first came into being a little over a year ago. This division is maintained quite apart from any activities of the merchandising department of the company and its chief function is to inform the customer of the benefits to be derived from the use of electrical devices in the home. Home Service activities, under the direct supervision of the Promotion Department, operate in 41 cities and towns included in the company's territory. Though they maintain no permanent representatives in any of the neighboring towns and communities—the entire staff operating directly from the main office—they reach at regular intervals more than 300,000 of the company's customers. The work of this division is carried on by 13 home service representatives headed by Miss Emma Tighe, who directs the schedule of lectures, cooking classes, demonstrations and radio broadcasts. A "Friendly Service" electrical kitchen has been established in the main offices of the



The wide spread Home Service Division of the Boston Edison Company is headed by Miss Emma Tighe, who directs the cooking schools, lectures and broadcasts.

A DECLARATION OF MERCHANDISING POLICIES

We believe:

THAT the public must and will be served, and that the best public service can come only from a united industry composed of the Dealers, Jobbers, Manufacturers, and Utility.

THAT an organized effort by the entire electrical industry is essential, if the maximum amount of business is to accrue to each group, and a fair share of the buying power of the public is to be obtained.

THAT it is the Utility's duty, in addition to supplying quality service at a fair price, to assume the leadership in the sale of quality appliances at established retail prices, and to adhere to ethical, constructive merchandising methods on a basis that will encourage the activity of all legitimate retailers.

THAT it is our duty to instruct the public in the proper use of appliances, to do the pioneering work in opening markets for new appliances, and to co-operate with the dealers by executing and financing constructive, educational selling and advertising campaigns.

THAT the Manufacturers and Jobbers can render their best service by supplying merchandise of unquestionable quality at a price which will permit the dealer a legitimate profit.

THAT Merchants and Dealers can and should retail appliances at prices fair to themselves and the public by those methods which have been found to be sound by successful retailers.

The Edison Electric Illuminating Company of Boston will continue:

TO ENCOURAGE the appliance retailers in its territory in every possible way to sell appliances ethically at established retail prices.

TO HOLD to the above policies which it believes to be right, but to be ready to discuss at all times any problems which may arise, and to view them with an open mind so that they may be solved in a way of mutual benefit.

THE EDISON ELECTRIC ILLUMINATING
COMPANY  of BOSTON

tained from this activity have gone far beyond their expectations.

To quote again from the declaration of the company's merchandising principles: The Edison Electric Illuminating Company of Boston will continue:

"To encourage appliance retailers in its territory in every possible way to sell appliances ethically at established retail prices.

"To hold to the above policies which it believes to be right, but to be ready to discuss at all times any problems which may arise, and to view them with an open mind so that they may be solved in a way of mutual benefit."

Reducing

By Alan

*How the
Encyclopaedia
Britannica
checks
illegitimate
practices
by its men*

SPECIAL SALES REPORT

The information requested below is NEEDED by the Credit Dept. Please answer each question completely, and attach report to the contract. Full information lessens delay in having the contract approved and causes prompt shipment. Prompt shipments help you.

Subscriber's Name _____

Complete Address _____

Ship Books to _____

Special Shipping Instructions _____

White or Black? _____ Married or Single? _____ About What Age? _____

If a Minor, will Parents or Responsible Adult Guarantee Contract? _____

Employer? _____ If so, What Business? _____ What Position? _____

Employed? _____ If so, by What Concern? _____ Amount, \$ _____ Bank _____

Publication Purchased? _____ Style of Binding? _____

Amount Paid Down—Cash \$ _____ Check \$ _____

A Did the Subscriber Pay This Deposit out of His or Her Own Funds? _____

B Did the Subscriber Personally Sign This Order in Your Presence? _____

C Have You Had Business Transactions with the Subscriber Involving Your Paying Him or Her Any Money? _____

D Did You Make Any Promises or Conditions Other Than Those Mentioned in the Order? If so, Note Them. _____

E If Not, Answer This Question "No." _____

Is Subscriber's General Credit Good? _____

Does Subscriber Own Real Estate? _____

Is Subscriber an Old Resident? _____

References _____

F The deposit on all orders must be paid by the subscriber out of his own funds. If the salesman loans the money to the subscriber, or gives the money to the subscriber to make the deposit, he is subject to immediate dismissal and liable to prosecution under the final statement in this report.

G I understand that any money paid me by Encyclopaedia Britannica, Inc., is done so with the belief that the answers to the foregoing questions are true and correct in every respect; and further, that there were no conditions to this sale which were not specified in writing on the contract when signed by the subscriber.

H SIGNED _____ Date _____

5172-12846

THE Encyclopaedia Britannica, confronted with certain illegitimate salesmen-practices which are by no means uncommon in the appliance trade, offers the electrical trade an interesting study in the means it is using to check and eliminate these practices.

The offering of unauthorized discounts, the giving of rebates from commissions, the making of initial payments by salesmen, the breaking of promises to give premiums for leads, and, occasionally, the outright forgery of orders . . . each of these practices is as common to the book as to the appliance business—they are common, in fact, to all businesses which pay a larger immediate commission than the customer's down payment. It is hardly necessary to refer to the series of headaches that are the natural aftermath of such selling methods.

Britannica's "Special Sales Report," shown in the accompanying illustration, is its primary means of checking these practices, and it is proving almost wholly successful—except, of course, in the negligible ratio of

cases where there is an absolute moral collapse, rather than a mere moral hazard.

Aside from the important, but routine, credit information required by the special sales report, seven of its items are of particular interest to the appliance trade. Each of these seven will be considered separately, and then the remedies afforded by them.

A and F put the salesman indelibly on record, through his signature at H, that he has not advanced the initial payment of \$5—a dangerous credit hazard, whether it be on a \$325 encyclopaedia or a \$50 vacuum cleaner, for, if the customer hasn't \$5, what has he?

The salesman's signature to B, if he has forged the signature, adds fraud to his offence and, if he cannot be convicted of the former charge, the latter may still be held against him.

C commits the salesman on the rebate, or split commission, question.

Under D, he is required to enumerate any personal promises or conditions made by him when he sold the

A Selling

Streeter

HAZARD



books. No such promises or conditions are permitted by Britannica, but in the appliance field this heading would be interesting, because under it would come those promises of an "iron for a lead that buys," "\$5 for the name of a friend who I can sell," etc., etc. Given this information at the outset, organizations can verify the fulfillment of such promises; without it, much good will is easily lost.

Notice that E calls for an unequivocal answer.

The remedies, under points A to F, lie in the statement G and the signature at H.

An untruthful statement, signed by the salesman, constitutes, from the most charitable viewpoint, a commercial fraud, on account of which the employer may secure redress, not merely in recovery for the commission paid, *but for any financial losses suffered by reason of the salesman's illegitimate methods.*

Where questions of serious moral turpitude are involved, the salesman's signed statement provides a ready weapon to be used, not only in support of any other criminal charges, but as a direct means of preferring charges of obtaining money under false pretenses.

The salesman who falsifies such a statement is equally guilty with the business man who falsifies a financial

statement, and of the same offense.

The dealer who requires his salesmen to *mail* these statements in, has resort, when they are deliberately and willfully falsified, to the United States postal laws.

It is a moot question just how far the Encyclopædia Britannica would go in prosecuting such a case, *but all of its salesmen know that the corporation COULD prosecute if it so desired*—and that is enough.

While it hardly comes under the head of moral hazard, this organization has at least one other policy that goes far to eliminate the discount evil:

It informs every new salesman that he will not be paid the commission on his first sale until he brings in a bona fide second sale. The man who seeks a Britannica at a discount, via the simple means of "selling" himself a set at the usual commission, is out of luck—until he hustles himself another deal!

Although selling a dissimilar product, the problems faced by this organization are strikingly similar to those of the appliance trade and offer a most interesting study for electrical organizations—particularly in the type of men employed and in the character of their selling tactics. Try to get acquainted with some of them at Britannica's local branch.

Selling WASHERS *by* Organized

A CAMPAIGN

by the

*Oklahoma Gas & Electric
Company that doubled a
high quota.*

By

A. P. Hoheisel

Oklahoma Gas & Electric Company

TWO important points in utility merchandising were emphasized in the recent washer campaign (Thor) of the Oklahoma Gas & Electric Company: first, that the washing machine is one of the best of good-will devices in that it provides a splendid introduction of the electrical idea to the customer; and not less important, that a carefully thought out campaign with properly organized man power can perform any selling task within reason.

The campaign we put on was the natural culmination of well-defined plans which were eighteen months in the making. Time spent chiefly in selecting personnel, establishing sales policy, and building the sort of spirit in the organization that gets the job done.

When this campaign was first proposed, the first quota based on previous accomplishment required a minimum of 350 washers to be sold, inasmuch as 300 had been the limit on former activities. But after careful allocation of territories and analysis of man power, it was decided to arbitrarily step up the total to 425.

IT seemed like a stiff assignment but when returns began coming in we began to disregard the quota entirely—we were interested instead in seeing just how impressive a total we could run up. When the final figures had been compiled they showed a total of 800 washers and 83 ironers sold!

To Mr. A. A. Brown, Sales Manager of the Company, all credit must be given. His qualifications as a sales leader, an organizer, a business man, and a judge of man power, have been the predominating factors in his department's continuity of work well done.

The Oklahoma Gas & Electric Company is the largest electric utility operating in the State of Oklahoma. Its

network of transmission lines extends north to Kansas, east into Arkansas, south to Texas, and west to the Panhandle, to serve a total of 212 communities and an aggregate of nearly 95,000 residential metered customers. This includes approximately 33,000 customers in the state capital, Oklahoma City. The merchandising activities are confined to 28 retail stores accessible to nearly 80,000 customers. The difference of 15,000 is so scattered throughout the State that to properly display and advertise electrical appliances would be a severe penalty to the net income figure without any noticeable increase in Gross Sales.

In Oklahoma a same condition exists as in the far south, the abundance of negro servant help at very low wages. This has been, in the past, very detrimental to washing machine sales. However, with the advent of quality low-priced washers, it is evident that this barrier is being surmounted.

A plan of action was drawn to embrace the compilation and distribution of advertising material, prize awards, quotas, prices and selling terms. This plan was submitted to the Division and District Sales Managers sufficiently in advance of the opening date to assure a successful local organization. Following this, Mr. T. E. Fielder, Sales Supervisor, and Mr. Jack Kedney, Factory Representative, visited all properties for round-table chats with members of the Sales Department. These "get-together" meetings were nothing of a sensational "Hurry-up Boys" nature, but were the more impressive because of their business-like atmosphere. At the completion of these meetings it was most obvious that the activity would be a success.

In deciding the question of cash prizes it was deemed advisable to make them just as liberal and far-reaching as possible. This decision undoubtedly proved its value, as fourteen out of a group of thirty-eight participating salesmen figured in the money. The average sales of these fourteen were 34 washers per salesman for twenty-four working days. The fire of competition did not smolder. The General Sales Office kept an interested



R. H. Higgins
*El Reno, Okla., sold 43
washers and 10 ironers in
30 days' work*

Manpower



A. A. BROWN

*Sales Manager, Oklahoma Gas & Electric Co.,
And His Four Star Performers*



C. H. Hurst
*Ada, Okla., sold 47 washers,
6 ironers in the month's
campaign.*



Ray Studstill
*Pauls Valley, Okla.,
sold 45 washers, 3
ironers in a month.*



John D. Taylor
*Salesman,
Seminole,
Okla., who
sold 86 wash-
ers and 15
ironers in
30 days.*

of encouragement and enthusiasm, and never so much as hinting a doubt as to the success of the venture.

The most outstanding "play" of the activity was the unusual individual sales of John D. Taylor, salesman at Seminole, Oklahoma, who completed the month with 86 washers and 15 ironers to his credit—a wonderful sales performance. It is the reward to a man who has conscientiously, over a long period of time, built his sales

contact with the individual salesmen through the medium of the department's organ, "The Sales Meter." This little bulletin was written in strictly human language, full

program on honesty and integrity toward his customers. In appreciation, he reports, many of his customers freely furnished prospects, many of whom were sold.

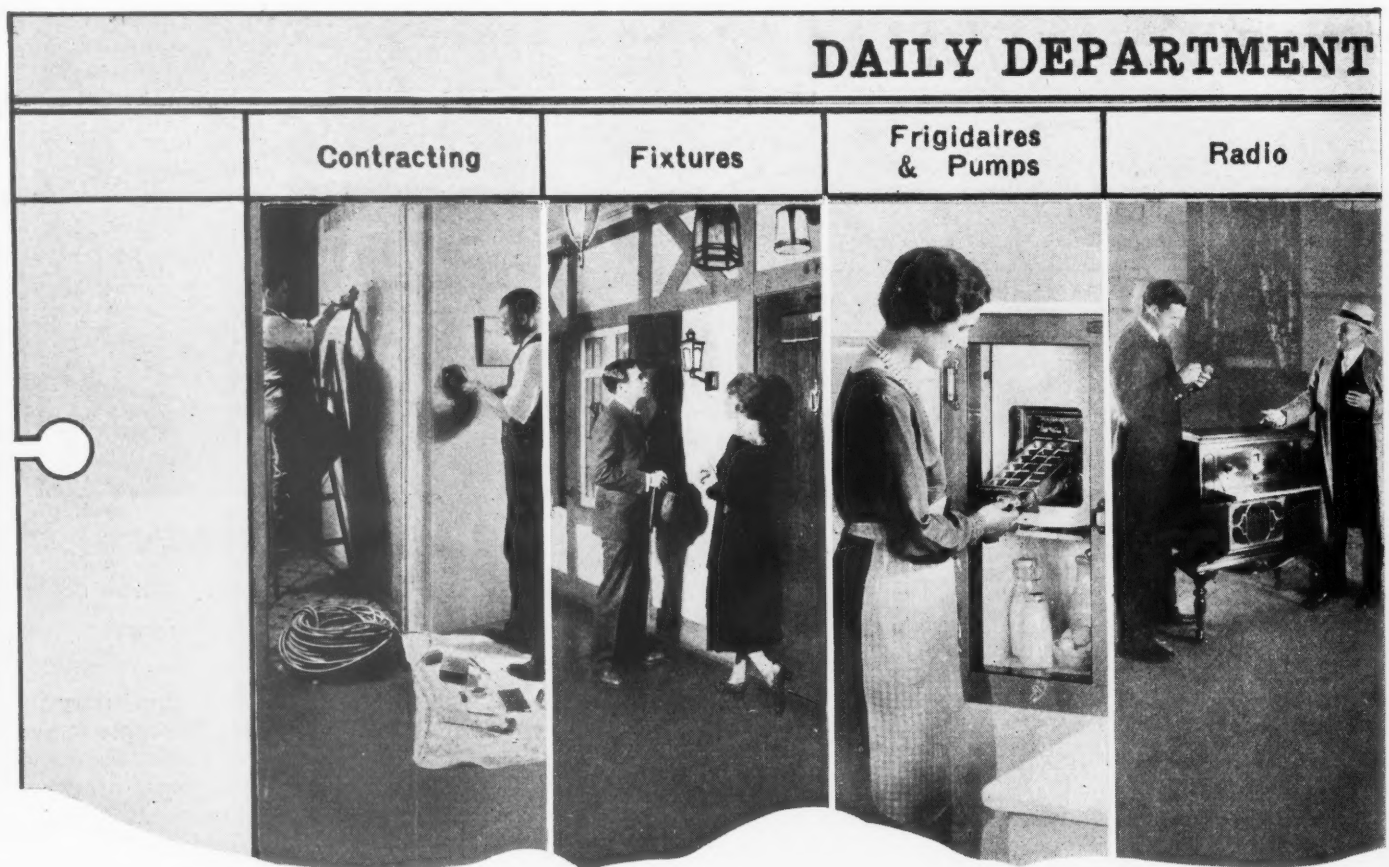
Following Mr. Taylor was C. H. Hurst, of Ada, Oklahoma, with sales of 47 washers and 6 ironers; R. H. Higgins, of El Reno, Oklahoma, with 43 washers and 10 ironers; and Ray Studstill of Pauls Valley, Oklahoma, with 45 washers and 3 ironers. It was these men and thirty-four others who made sales of 88 per cent in excess of what was considered to be an exceptional quota.

The activity was conducted by the demonstrating method. Free demonstrations were announced and encouraged in all advertising. The public's response to this was very gratifying. In the smaller communities, neighborhood demonstrations were held and in one case six sales resulted from a single washing. Yet, when the final inventory was taken of the warehouses, it was found that the quantity of used washers was small.

The organization does not maintain resale crews who are here today and gone tomorrow. The men who have made the Thor activity a success are residents in the communities where they sell. Their monthly compensation plan is such that they can meet creditors' demands in the "off" months as well as in the prosperous months.

To sum up successful merchandising there is but one correct answer—MAN POWER ORGANIZED. Treat your Appliance Salesman as a fellow citizen and he will not become a Campaign Camp Follower!

Checking PROFITS



WHEN the poultry raisers began to check up on the records of individual hens there were a number of healthy looking chickens who went to market never to return. The records showed that their income producing value was greater dead than alive.

It is likewise true that there are slow moving and fast moving lines on the shelves of every electrical merchant. In a general way he knows which these are, but if he should ever start keeping records on the individuals there might yet be some surprises in store for him.

This is exactly what the Russell Electric Company of Tucson, Arizona, did. That is to say, it divided its merchandise into definite departments, the accounts for each of which were kept separately. As the problems for each were different, so too the remedy planned to meet them might differ in each case. Each was handled roughly as an independent business—in other words, much as though it were an individual department in a large department store. So thoroughly has this idea been carried out that the store has come in Tucson to be known as "The Electrical Department Store."

The departments have been segregated roughly under

the following classifications: contracting, fixtures, Frigidaires and pumps, radio, ranges and heaters, shop and motors, vacuum cleaners, washers and ironers, small appliances (roughly classified as store sales).

Accounts are kept separately for each of these departments, a daily résumé showing the proportionate charge against each for: salesmen's salaries, salesmen's expense, advertising (allocated), bad debts, repossessions, etc., shop expense, labor (contracting, refrigerator servicing, radio servicing, shop), rebates and allowances, other items of expense, inspection and permits. These items again are summarized weekly and monthly, so that the manager may judge at a glance just what the cost of selling in each department has been.

Parallel with this is a similar sheet with similar columns by departments showing the daily record of sales. The whole record is summarized under the items: gross sales, net sales, gross profit and operating cost.

BY comparing these two, it is possible daily to figure what the status of each line is, whether it is bringing in its due share of profit and if not, where the fault lies.


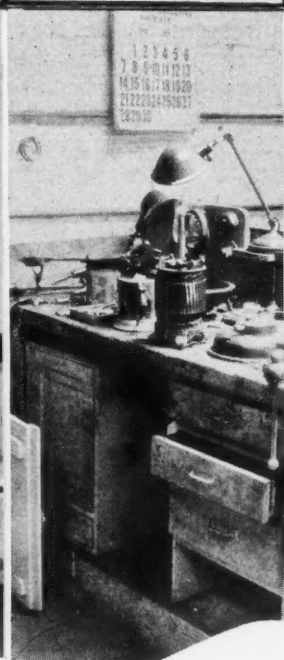


Each department has its own special sales methods.

Q How the Russell Electric Company of Tucson, Arizona, departmentized for better sales management and closer expense control.

By
Clotilde Grunsky

SALES RECORD

Date.....

Ranges & Heaters	Shop & Motors	Vac. Cleaners Washers & Ironers	Store Sales	TOTAL
				

Fixtures are displayed in attractive rooms just back of the main sales space. The better class of fixture is displayed here, that is. The cheaper fixture is hung in rows in the back of the store where a rear door from another street makes a secondary entrance way and sales room. This has two advantages. In the first place, it does not clutter up the display of better fixtures nor confuse the mind of the buyer by bringing too much within his range of vision. And secondarily it pleases the buyer of the cheaper fixture who hesitates to buy a low price lighting fixture if it is hung in with the others in beautiful surroundings, and prefers to buy it bare and as it is, frankly on the basis of price.

The radio department is quite distinct from the others and all its expenses are so kept. It has been found desirable to place the servicing of the radio in the hands of the salesmen, who, as it happens, are trained in this field. In addition to sales commissions, therefore the salesman is allowed a 5 per cent commission for servicing—a system which has worked out very satisfactorily, particularly as it keeps the salesman in touch with owners to whom he has sold sets and gives him every opportunity to obtain new leads. In order to make this department profitable in the summer, which

is a slack radio season in Arizona, a line of orchestraphones has been added, a machine which plays an assortment of 56 records on a nickel-in-the-slot basis. This is available for amusement places, pool rooms, restaurants, etc., and is a sufficiently large sale, so that the disposal of six or seven in a season will make a respectable profit for the radio department and keep a salesman busy. The salesman effort on this line is not confined to Tucson but is extended to other smaller communities in the neighborhood.

THE refrigerator department, which is the largest single department from the standpoint of volume of business, is operated along distinctive lines from the standpoint of the supervision of the sales force. Mr. Hannah, salesmanager, does not believe in protecting salesmen in their leads. His contention is that outside competition is doing its best to get the sale away—and if any salesman within the organization does a better job of selling than the first man, he is entitled to the sale. In practice, of course, there is perfectly good feeling and no attempt at unfair competition. And after the salesmen get used to the idea, they have no objection to it at all.

Secondly, Mr. Hannah regards store leads as the very best of prospects and takes no excuses if they do not eventuate in a sale. His contention is that any one who is sufficiently interested to come into the store to ask about electric refrigeration is ripe for selling and if they are not sold it is because someone failed to do a good job of salesmanship. He also regards these store inquiries as an index of the extent to which his field men are covering the field and if they become too numerous he automatically puts on another salesman.

Refrigerator salesmen are also required to follow up any bad accounts. This makes for care in the original selling job and has been a most successful method of straightening out difficulties, resulting in fewer bad debts and repossessions.

Once a week "pan meetings" are held which give the salesmen a chance to express their opinion of anything in their own or any other department with which they may be dissatisfied.

Small appliances are attractively displayed in the fore-front of the store and are kept out in the open, on the

theory that the customer likes to see and to handle what he is to buy. One of the windows is enclosed and dressed regularly in orthodox style, the other is open and on floor level to permit of the effective display of larger appliances. A professional department store window decorator does all the window decorating and also has charge of the arrangement of show cases and counters. The store is floodlighted at night, so that special care is taken in the unified effect which from the street has all the advantages of a glorified display window.

THE electrical department store idea is carried effectively into the advertising. Mr. Hannah has adopted the style of a miniature newspaper within the newspaper. These ads vary, but are generally headed "Electrical News Gazette, Published Now and Then by the Russell Electric and Machine Company, Tucson's Electrical Department Store."

These advertisements have been carefully planned to have the news appeal which commonly applies to department store advertising. The most popular of the newspaper's features are here parodied also. There are, for instance, advertisements within the advertisement, announcing the purchaser of a new electric refrigerator, for instance, with some word as to his business and his place in the community.

Fashion Notes appear, tying in with styles in backgrounds made by modern kitchens, or by appropriate lighting, or by the use of attractive electrical appliances in entertaining. Social items are common. If a well known church is giving a dinner which is to be cooked on their electric range, that is announced. Prominent matrons who purchase electrical equipment are mentioned. Occasionally a social event is staged by the store itself, as when a demonstration of electric refrigeration took the form of an afternoon "party," with frozen dainties served.

Market reports are appropriately connected up with prices on electrical appliances. "Twenty-Five Years Ago Today" columns have their counterpart in news items which advise the public that "Seven Years ago today Harold Bell Wright bought a Frigidaire from the Russell Electrical Company" and other items of historic electrical interest. Weather reports counsel good shopping weather, or time for buying heating or chilling devices.

Cartoons are used in the illustration of advertisements. Above all, the ad is kept varied and interesting, so that it is never skipped but always included in that section of the paper most worth reading.

An idea of the various departments included in this electrical department store and their respective importance is to be gained from the following volume of business percentages:

VOLUME OF SALES, PER CENT

Contracting	22.1
Fixtures	7.7
Refrigerators and pumps	33.1
Radio	6.2
Ranges and heaters	5.0
Shop and motors	4.9
Store sales	16.4
Vacuum cleaners, washers and ironers	4.6

The Electrical News Gazette

Tucson, Arizona

April 13, 1929

Published Now and Then by Russell Electric & Machine Company

You'll Enjoy a Visit To | HERE Our Store Today | IT IS!

A sensational product is being shown the women of Tucson and vicinity this week. Every woman should take this opportunity of informing herself upon the very vital subject of proper food preservation. At our Frigidaire Cold Control Show this week hundreds of women are learning the attractive features of this exclusively Frigidaire product. You are not solicited to buy anything. Just come in for a visit and refreshments.

Cold Control Demonstration Now On

The women of Tucson are cordially invited to be the guests of Russell Electric & Machine Co., during the 9th to 16th. They will make it worth while for all who attend. Delicious frozen desserts will be served. Valuable books will be given away. You will have the opportunity to operate the new "Cold Control". . . to see exactly what it does and how it does it. And in addition to all this you will see the most wonderful electric refrigerators ever built.

Notice!

PRIZES will be awarded to those in attendance. Ask about the surprise we have awaiting our visitors.

BRING THE MEN

Beginning Tuesday morning at 8 o'clock, special displays of the cold control will be open for inspection. Dessert making by use of this appliance will be explained and visitors will have the opportunity of sampling some of them.

"The Life of the Party"



Frozen Desserts Will Be Served

We will make it worth your while to attend

FROZEN DESSERTS
WILL BE SERVED
VALUABLE BOOKS
WILL BE GIVEN AWAY
WILL YOU BE OUR
GUEST?

Is She Safe?

That baby in the family. . . how can you be sure, unless the food you give her has been properly kept, from the moment of delivery to your door until you feed her? The milk for instance? The most vital of all foods, also the most subject to contamination. It's safe only when it's kept clean, cold and covered. Milk like all other perishable foods is perfectly safe in a FRIGIDAIRE.

Freezing Speeds for Every Need

The Frigidaire Cold Control is just as important to the modern electric refrigerator as the oven heat regulator is to the kitchen stove or as the throttle on an automobile. Just as in the cooking of foods a wide range of temperatures is required for the practical freezing of desserts. In Frigidaire these temperatures are attained by the Cold Control, which affords freezing speeds for every need. It is as simple as setting a watch.



They're All Worth Saving!

WEST WIND
pulls smoke and cooking odors
out of your kitchen

Foods are high priced. It's genuine economy to properly preserve them. But setting aside cost, the most important requirement is a matter of health.

Foods may often appear to be pure, may taste and smell satisfactory and still be unsafe to eat. Perfect refrigeration is a positive necessity. That means Frigidaire with its positive, steady temperature. . . low enough to protect. BE SURE TO CALL AND SEE THE NEW COLD CONTROL.

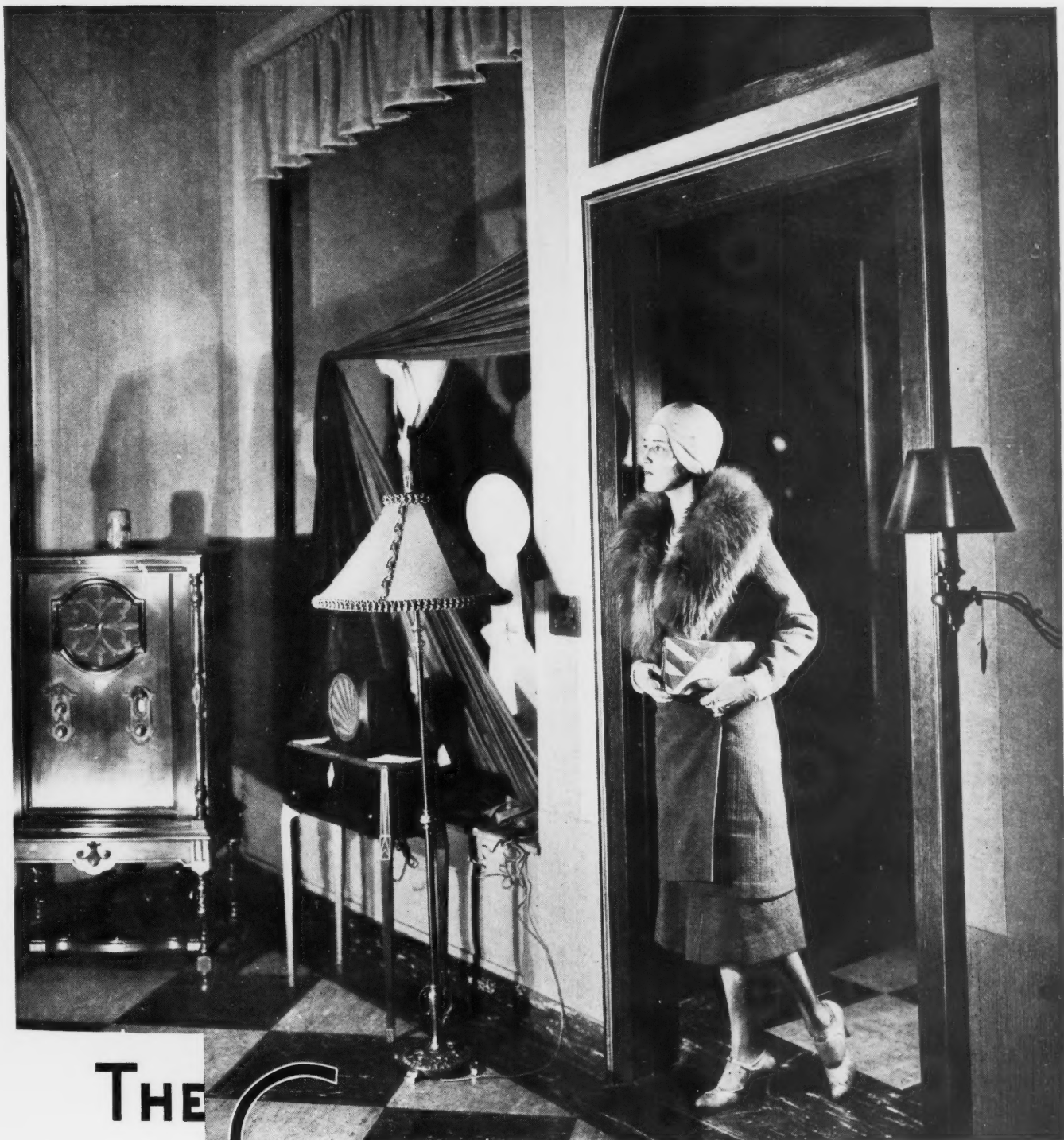
RUSSELL ELECTRIC & MACHINE CO.
PHONE 18 221-223 E. CONGRESS



IF smoke, steam and cooking odors are not properly removed, they soon creep through the house, saturating the furniture. Staying away in an outside wall of your kitchen, West Wind Ventilating fan creates a gentle current that carries smoke and every trace of odor out of your kitchen. West Wind is beautiful in old or new homes. It runs on the same current that an electric light. Give us a call—we will be glad to show you what West Wind can do for the atmosphere of your home.

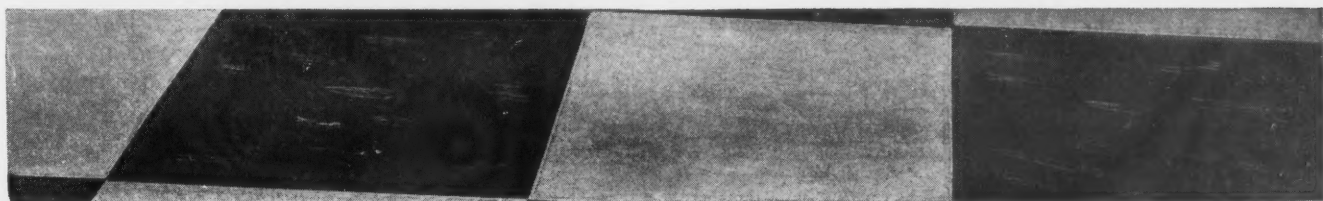
WEST WIND
Ventilating fan

The newspaper advertising of this Arizona store has speed, readability, and pulling power because it is cast in such a "newsy" form.



THE CUSTOMER

who comes into the utility show room once a month to pay her lighting bill is the prospect with whom the sales manager is eagerly trying to establish a contact. She usually goes directly to a barred window and pays her money to a cashier; that's the system—and to this woman the cashier symbolizes the company: busy, impersonal—existing only to take her money. The following pages suggest a better way to do it—



There Is No *in this* Central Station



1

Mrs. Customer is greeted by a courteous representative of the company as she enters the store (he is a salesman but she doesn't know it).

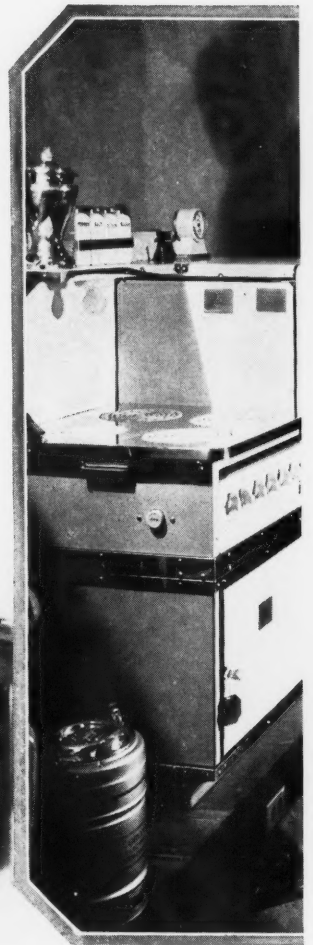
2

She pays her lighting bill and as he hands her the receipt he has made two important steps toward selling her something: first, he has her friendly interest and second he knows her name, where she lives and the amount of service her family is using.



3

The salesman, having quickly and cordially taken care of the customer's business (which was paying her bill only), he finds it easy to interest her in a little tour of the store. Taking the hint (from the bill) that this family, are using no heavy duty home equipment, he first shows her a new electric range.



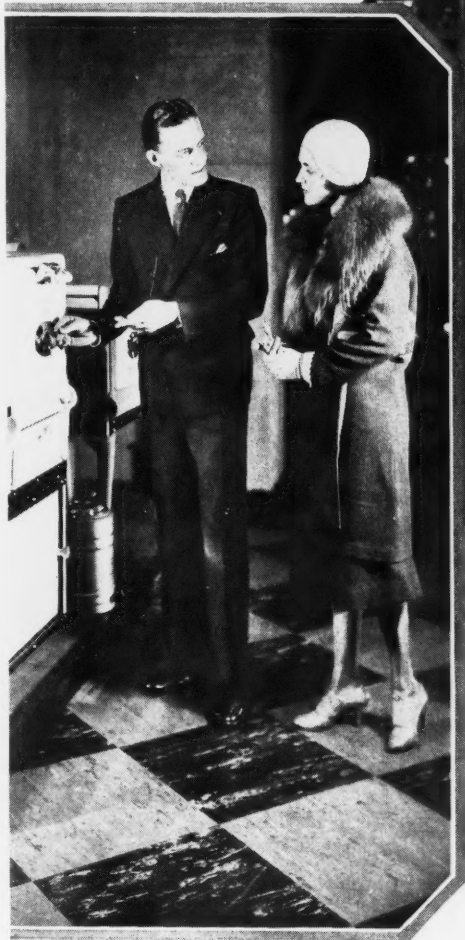
THE suggestion conveyed in these pictures is made by Ralph Neumuller, Director, Westinghouse Lighting Institute, New York, and formerly advertising and merchandising manager, United Electric Light and Power Company, N. Y. The photographs were made by Lazarnick in the model central station showroom at the Institute.

Cashier

STORE

4

Because the salesman has made his contact in the easiest and most pleasant way, the customer buys without the resistance that comes when she feels she is being sold.

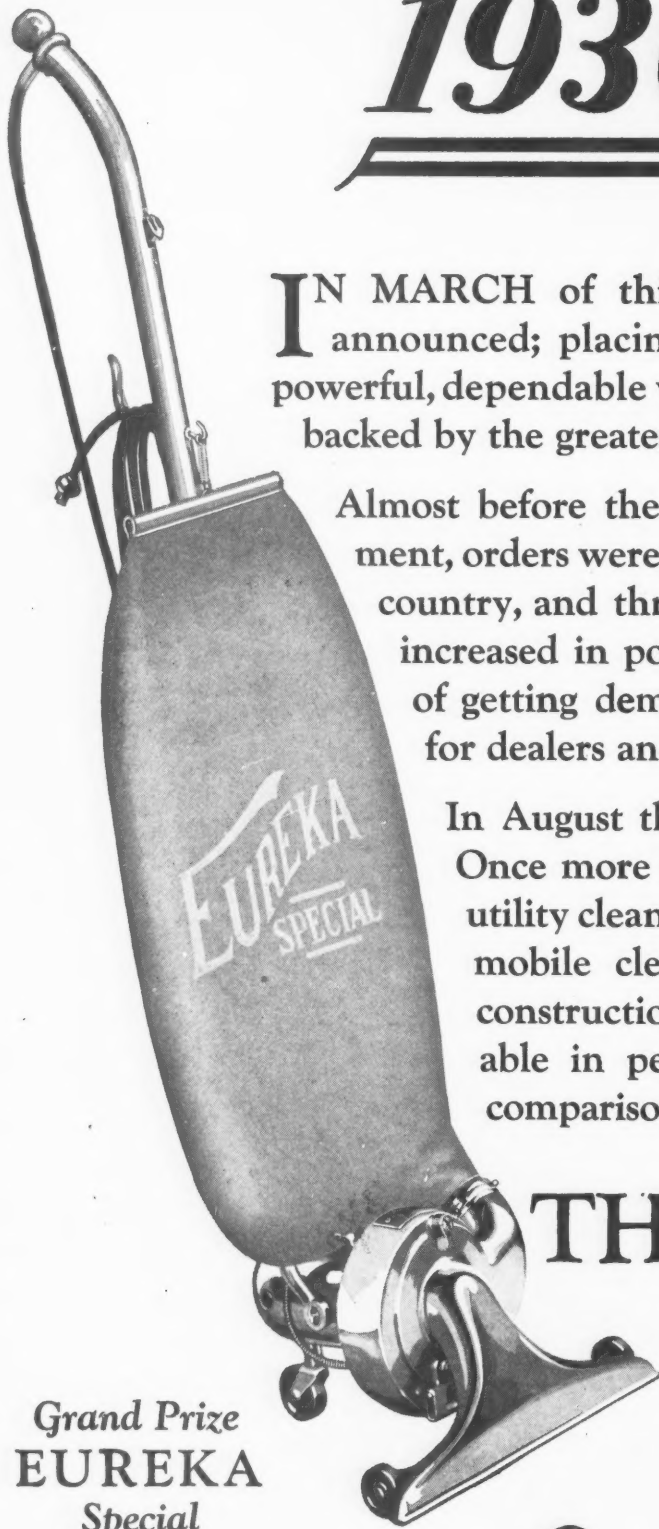


5

The informed interest of the company representative gives the customer a pleasant sense of her own importance. The company becomes to her personalized, an attentive, courteous source of needed service.



1929-A Great *1930 Will be*



IN MARCH of this year the Eureka Special was announced; placing upon the market a full-sized, powerful, dependable vacuum cleaner at a popular price, backed by the greatest name in the industry.

Almost before the ink had dried on the announcement, orders were pouring in from all corners of the country, and throughout the year the Special has increased in popularity, simplifying the problem of getting demonstrations and increasing profits for dealers and salesmen.

In August the Eureka Junior was announced. Once more Eureka rang the bell with a small utility cleaner—a combination home and automobile cleaner—so superior in design and construction . . . so low in price and remarkable in performance as to place it beyond comparison with other cleaners of its type.

THREE GREAT

Together with the internationally famous Eureka Standard, the Special and Junior round out the most complete line of vacuum cleaners ever offered by one manufacturer. Challenging competition in three separate and distinct price fields, they provide the dealer with superior cleaners to meet the needs and fit the means of every family.

Grand Prize
EUREKA
Special

\$39⁵⁰

One Grand

Year for Eureka Greater! Dealers

The Junior's amazing general utility, handsome appearance and low price, together with the electric heater hair drying attachment, made it a sure-fire door opener and paved the way to thousands of new sales.

Heralded and then supported by wideflung advertising in national magazines and more than 250 leading newspapers, these two most modern creations of the world's leading vacuum cleaner company have swept on to new sales volume month by month.

EUREKA VACUUM CLEANER COMPANY
DETROIT U. S. A.

Largest Manufacturers of Vacuum Cleaners in the World

Canadian Factory, Kitchener, Ontario. Branches: 8 Fisher St., London,
W. C. 1, England; 299a-301 Castlereagh Street, Sydney, Australia.

CLEANERS

Next year even greater advertising is planned . . . even greater cooperation with dealers. In the hands of more than 2,500,000 users Grand Prize Eureka's are daily building up good will that will be turned into more sales and more profits. No wonder dealers look forward with confidence to 1930.

Opportunity



The
EUREKA
JUNIOR \$16⁵⁰

Electric (Heater)
Hair Drying
Attachment \$3⁰⁰



The Grand Prize
Eureka Standard

\$56⁵⁰

*Use This
Coupon and
Make Money*

Eureka Vacuum Cleaner Co., Detroit, Mich.

I am interested in the Eureka franchise for 1930 and desire an interview with the District Manager in this territory.

Name _____

Address _____

(540)



T H E

W I R E

Hoskins

T H A T

M A D E

STAND-BY,* n. One who, or that which, stands by one in need; something upon which one relies for constant use.
ACCORDING TO WEBSTER

The automobile, in this day of speed, has crowded the Horse from the high-ways. But the automobile itself is sometimes crowded from the road, and stuck in the mud, where the motor roars, and the wheels spin in vain—to be finally rescued by this vanquished beast of burden, which still can do some things its conqueror cannot. And so the Horse still survives, as it has through the ages, as one of man's good friends,—as an old faithful *stand-by.

And just as the Horse is a faithful servant to man—so are Chromel heating elements faithful performers in electric heating devices. For 23 years, Chromel has shown the manufacturer and seller of those devices that it safeguards the good reputation of both—by the good service it gives the user. Chromel is to electric heat what a good lens is to the telescope, or as good cables are to the suspension bridge. Like a team of good horses, Chromel is a good, old *stand-by, that meets a need and does it well.

Sell good heating appliances, and put your trust in Chromel.

HOSKINS MANUFACTURING COMPANY

4445 Lawton Avenue, Detroit, Michigan

NEW YORK CHICAGO CLEVELAND BOSTON SAN FRANCISCO

Canadian Representative: Hiram Walker & Sons, Metal Products, Ltd., Walkerville, Ontario

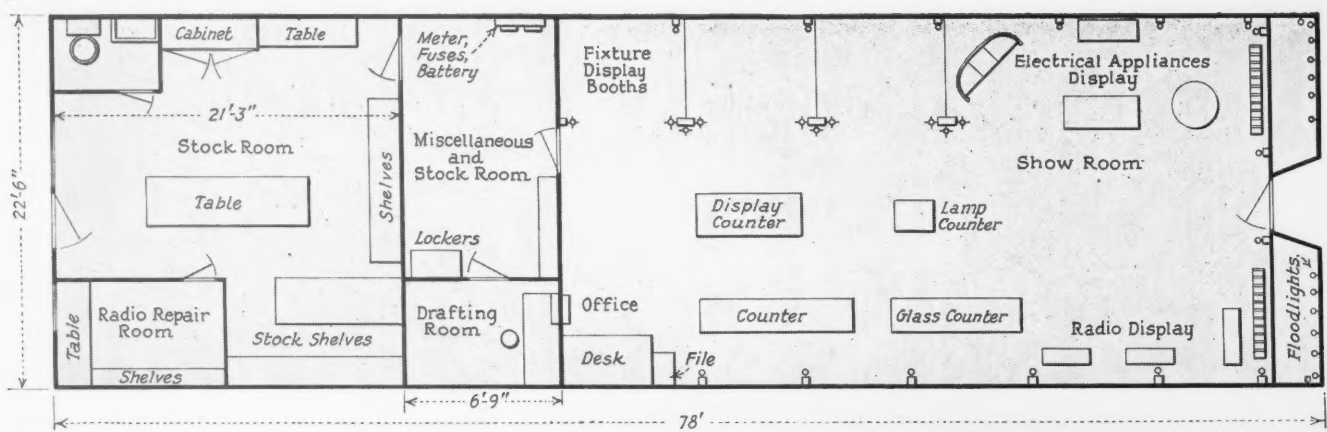


Chromel



MEANS ELECTRIC HEAT

E L E C T R I C H E A T P O S S I B L E



In Plain Sight

How one electrical dealer modelled his store on up-to-date lines with merchandise openly displayed.

Windows are attractively arranged and well lighted. Outlets are on 9 in. centers and circuits so arranged that several types of reflectors may be lighted separately. Receptacles in the windows provide for spot displays.



When the Modern Electric Company, Minneapolis, Minn., moved recently, Leon T. Prall, manager, laid out the new store in accordance with the best-known display practice.

(Below) The merchandise is all displayed on open tables. Separate compartments make fixture displays effective. All counters and show cases are wired.



Electrical Merchandising's Appliance Index 1929-30

A *HANDY* reference guide to household electrical appliances—arranged alphabetically—gives manufacturer's address — specifications — prices — shipping weights.

WHERE to FIND Listings and Specifications

Appliance	Page	Appliance	Page	Appliance	Page
Accessories	76	Hair Drying Combs	83	Poppers, Corn	82
Adapters	76	Health Exercisers	85	Portable Heaters	93
Air Purifiers	106	Health Lamps (Infra-Red Incandescent Type)	139	Pots, Tea	106, 131
Atomizers, Therapeutic	106	Health Lamps (Ultraviolet)	91	Presser, Tie	106
Automobile Engine Heaters	106	Heaters, Automobile Engine	106	Pumps, Domestic	150B
Blankets	100	Heaters, Curling Iron	106	Purifiers, Air	106
Boilers, Double	82	Heaters, Immersion Water	102	Radiant Heaters	93
Bowl Type Heaters	93	Heaters, Portable and Stationary	93	Radiators, Elec. Steam	93
Brooders	106	Heaters, Water	148	Ranges	113
Carbon Arc Sunshine Lamps	91	Heater Units	76	Ranges, Wall Outlet	123
Churns	106	Heating Equipment (Furnace fans, feeders, etc.)	138	Refrigerators	124
Cigar Lighters	78	Heating Equipment, Oil	107	Refrigerator Ice Trays	106
Clamp Lamps	105	Heating Pads	100	Sanding Machines	87
Cleaners	78	Hot Plates	88	Sandwich Toasters	131
Clippers, Hair	106	Humidifiers	106	Scrubbing Machines	87
Clocks	81	Ice Cream Freezers	102	Sewing Machines	130
Clothes Driers	81	Immersion Water Heaters	102	Sprayers	131
Clothes Washers	143	Incubators	106	Socket Plugs	76
Coffee Percolators and Urns	110	Infra-Red Health Lamps 91 and	139	Steam Radiators	93
Coal Feeders, Automatic	138	Inhalers, Therapeutic	106	Stoves, Table	88
Combs, Hair Drying	83	Insect Electrocutors	106	Switch Plugs, Appliance	76
Control for Gas Water Heaters	106	Insecticide Sprayers	131	Table Stoves	88
Cookers	82	Insert Heaters, Wall	93	Table Taps	76
Cookers, Egg	85	Irons	102	Tea Pots	106, 131
Coolers, Water	147	Irons, Curling and Marcel	83	Therapeutic Apparatus	91, 139
Cord Sets	76	Irons, Doughnut	85	Tie Pressers	106
Corn Poppers	82	Irons, Waffle	142	Toasters	131
Curling Irons	83	Ironers	104	Toys	133
Curling Iron Heaters	106	Kettles, Tea or Water	106, 131	Trays, Ice	106
Current Taps	76	Lamps, Clamp	105	Trains, Toy	133
Dishwashers	84	Lamps, Therapeutic (Infra-Red Incandescent Type)	139	Ultraviolet Health Lamps	91
Double Socket Plugs	76	Lamps, Health (Ultraviolet Sunshine)	91	Units, Heater	76
Doughnut Moulds	85	Lighters, Cigar	78	Urns, Coffee	110
Driers, Clothes	81	Marcel Irons	83	Utility Motor	106
Driers, Hair	91	Massage Vibrators	139	Vacuum Cleaners	78
Egg Cookers	85	Mercury-Quartz Sunshine Lamps	91	Vaporizers, Therapeutic	106
Egg Testers	106	Milk Warmers	105	Ventilating Fans, Domestic	137
Exercisers, Health	85	Miscellaneous	106	Ventilating Fans, Furnace	138
Extractors, Clothes	81	Mixers	106	Vibrators, Massage	139
Extractors, Fruit Juice	106	Motors, Utility Household	106	Violet Ray Apparatus	139
Fans, Ventilating Domestic	137	Oil House Heating Equipment	107	Waffle Irons	142
Fans, Furnace	138	Ovens	82, 123	Wall Insert Heaters	93
Fireplace Heaters	93	Ozonators	106	Wall Outlet Ranges	123
Floor Polishers	87	Pads, Heating	100	Warmers, Milk	105
Freezers, Ice Cream	102	Paint Sprayers	131	Warmers, Plate	106
Fruit Juice Extractors	106	Percolators	110	Washers, Clothes	143
Furnace Coal Feeders	138	Plate Warmers	106	Washers, Dish	84
Furnace Fans	138	Polishing Machines, Floor	87	Water Coolers	147
Griddles	88			Water Heaters	148
Grills	88			Water Systems, Domestic	150B
Hair Clipper	106			Waxers, Floor	87
Hair Driers	91			Whippers	106
				Wringers, Clothes	106

Accessories

Trade Name, Device and Model	Description	Retail Price
Ajax Electrical Specialty Co., 1926 Chestnut St., St. Louis, Mo.		
<i>Ajax</i>		
33, Triple Socket Plug.....	Composition.....	\$0.75
2-41, Double Socket Plug.....	Composition.....	.25
15, Double Socket Plug.....	Composition, Pin Type Plug.....	.25
24, Heater Plug.....	Composition.....	.15
B, Cord Set.....	6 ft. Cord, 2 Piece Plug and Appl. Plug.....	.55
A, Cord Set.....	6 ft. cord, 2 piece plug and Switch Appl. Plug.....	.80
42, Heater Plug.....	Composition, with Switch.....	.40
71, 3-Way Cube-Tap.....	Brown Composition.....	.15
C.T.S., Cord Set.....	6 ft. Cotton Cord, 3-way cube tap and 2-Piece Plug.....	.50
C, Cord Set.....	6 ft. Silk Cord, 2-Piece Attachment ment and Heater Plug.....	.55
A, Cord Set.....	6 ft. Cord, Silk Cord, 2-Piece Attachment Plug and Switch Heater Plug.....	.80
AB, Cord Set.....	8 ft. Cord, Cotton Cord, Socket and 2-piece Attachment Plug.....	.60
A, Cord Set.....	Same as AB with Silk Cord.....	.65
DeLuxe Socket Extension Cord.....	Bakelite Socket and Attachment Plug.....	.90
American Electrical Heater Co., 6125 Woodward Ave., Detroit, Mich.		
<i>American Beauty</i>		
830, Cord Set.....	6 ft. Cord, 2-piece Plug and Appliance Plug.....	1.35
817, Cord Set.....	6 ft. Cord, 2-piece Plug and Twin Appliance Plug for Toasters, Stoves.....	1.35
820, Cord Set for 3-Heat Appliance.....	6 ft. Cord, 2-piece Plug and Triple Appliance Plug.....	2.25
810, Cord Set.....	Composition for Pressing Irons.....	2.00
Anylite Electric Co., 1418 Wall St., Ft. Wayne, Ind.		
<i>Anylite</i>		
Twin Plug, Double Socket Plug....	Composition.....	.45
T-P 2, Double Socket Plug.....	Composition, 1 Side and 1 Bottom Outlet.....	.65
T-P 3, Current Tap.....	Composition, 2 Taps.....	.50
R-P 1, 2-Way Adapter.....	Composition.....	.50
Arrow Electric Division, Hartford, Conn. of the Arrow Hart & Hegeman Electric Co		
540 Cord Switch.....	Composition, Feed Thru, Single Heat.....	1.00
530 Cord Switch.....	Pony Bakelite, Feed Thru, Single Heat.....	.70
1521 Cord Switch.....	Bakelite, Feed Thru, Single Heat.....	1.00
6682 Cord Switch.....	Nickel Finish, Feed Thru, Single Heat.....	1.00
8239 Cord Connector.....	Bakelite, Midget.....	.90
8308 Current Tap.....	Composition, Single Tap.....	1.00
8311 Current Tap.....	Composition, Double Tap.....	1.20
29000 Pendant Switch, Current Tap.....	Composition, Single.....	1.50
99 Table Tap.....	Double with Cord and Two-Piece Plug.....	5.00
8236 Adapter Socket.....	Pull Chain with Single Tap.....	2.00
1900 Complete Attachment Plug.....	Bakelite, Pony Size.....	.30
Beardsley-Walcott Mfg. Co., Waterbury, Conn.		
B-050, Safety Cord Set, A.C. only.....	6 ft. Cord, 2-Piece Plug and No. 503 Appl. Plug.....	2.50
B-070, Heat Control Cord Set, A.C. Only.....	6 ft. Cord, 2-Piece Plug and No. 505 Appl. Plug.....	2.50
B-060, Safety Plug, A.C. only.....	Composition, Thermostat Switch.....	2.00
B080, Heat Control Plug, A.C. only.....	Bakelite, Variable Heat Thermostat Switch.....	2.00
<i>Torrid</i>		
B-0100, Cord Set.....	6 ft. Cord, 2-Piece Plug and Appliance Plug.....	.75
B-0300, Cord Set.....	6 ft. Cord, 2-Piece Plug and Switch Appl. Plug.....	1.25
Beaver Manufacturing Company, Newark, N. J. See Adv. Back Cover		
5000 Double Socket Plug.....	Composition, 2-Screw Type Outlets.....	.30
PT-1 Pendant Switch, Current Tap.....	Composition.....	1.00
D2 Feed Thru Switch.....	Composition.....	.50
D3 Feed Thru Switch.....	Metal Cased.....	.50
D4 Feed Thru Switch.....	Composition, Small.....	.50
D5 Feed Thru Switch.....	Bakelite Castings.....	.50
F1 Heater Plug.....	Composition.....	.45
F4 Heater Plug.....	Composition, Nickel Alloy Contacts.....	.55
F5 Heater Plug.....	Composition Armored.....	.55
F6 Heater Plug.....	Composition Armored, Nickel Alloy Contacts.....	.60
F7 Heater Plug.....	Bakelite, Adjustable Contacts.....	.50
F22 Heater Plug.....	Composition.....	.20
F31 Heater Plug.....	Single Sided Contacts.....	.15
F32 Heater Plug.....	Double Sided Contacts.....	.18
F33 Heater Plug.....	Plug F32 Armored.....	.25
F34 Heater Plug.....	Bakelite, Fit all Standard Appliance.....	.25
G1 Heater Plug.....	Composition Switch.....	.90
G21 Heater Plug.....	Composition Switch.....	.45
G22 Heater Plug.....	Composition Switch.....	.45
J35 Long Handle Plug.....	Assorted Colors.....	.25
J36 Short Handle Plug.....	Assorted Colors.....	.25
K1 Cord Set.....	7 Ft. Cord, 2-Piece Plug and Armored Appl. Plug.....	1.40
K2 Cord Set.....	7 Ft. Cord, 2-Piece Plug and Switch Plug.....	1.85
K3 Cord Set.....	7 Ft. Cord, 2-Piece Plug, Feed Thru Switch and Armored Appl. Plug.....	2.10
K7 Cord Set.....	Made up with Bakelite Gripall F-7, J-33 and Silk Cord.....	1.25
K25 Cord Set.....	6 Ft. Cord, 2-Piece Plug and Appl. Plug.....	.60
K29 Cord Set.....	6 Ft. Silk Cord with Red Tracer.....	.90
K36 Cord Set.....	6 Ft. Silk Cord with Blue Tracer.....	.75
K45 Cord Set.....	6 Ft. Black Silk Cord with Tracer.....	.95
K456 Cord Set.....	6 Ft. Black Silk Cord with Gold Tracer.....	1.00
LA3 Cube-Type, 3-Way Tap.....	Composition.....	.18
QL1 Convenience Outlet Tap.....	Composition.....	.35
QL2 Convenience Outlet Tap.....	White Glazed Porcelain.....	.35
QL3 Convenience Outlet Tap.....	Four Leaf Clover, Colors.....	.20
QL7 Convenience Outlet Tap.....	Economical Type in Black, Brown, White.....	.15

Appliance

Trade Name, Device and Model	Description	Retail Price
Beaver Manufacturing Co., Newark, N. J.—Continued		
PT1 Pendant Tap.....	Light Switch with Outlet.....	\$1.00
PT2 Pendant Tap.....	Light Switch with Outlet, 4 Ft. No. 16 Cord.....	1.50
PT22 Pen Tap.....	Light Switch with Outlet, 4 Ft. Cotton Cord.....	2.25
B15 Double-Duty Socket.....	Colored Bakelite.....	.35
B8 Triple-Duty Socket.....	Colored Bakelite.....	.50
B7 Double-Duty Socket.....	Colored Bakelite.....	.40
(Unsymmetrical)		
B9 Triple-Duty Socket.....	Bakelite, 2-Pin and 1 Edison Base Socket.....	.40
LA4 Triple Cube Tap.....	Bakelite, 3-Pin Type Outlets.....	.20
J33 Handle Cap Attach. Plug.....	Bakelite.....	.25
Q3 Cord Extender.....	Cube Type.....	.25
Q8 Complete Armored Motor Connector.....75
Q20 Cord Connector.....	Miniature Round Type.....	.25
Q21 Cord Connector.....	Miniature Flat Blades.....	.35
Q45 Cord Connector.....	Standard Size.....	.40
T1 Table Tap.....	4-Appliance Outlets, 6 Ft. Cord.....	1.50
Belden Manufacturing Co., 2300 S. Western Ave., Chicago, Ill.		
<i>Belden</i>		
Portable Outlet.....	Flat Under-Rug Connector Outlets at Both Ends, 4 Ft. Lamp Cord at One End, Soft Rubber Plug.....	3.00
	For 15 ft. Rug.....	2.75
	For 12 ft. Rug.....	2.50
	For 9 ft. Rug.....	2.25
	For 6 ft. Rug.....	2.25
Cordlite.....	Rubber Insulated Extension Cord, Safety Handle, Soft Rubber Plug.....	25 ft. 6.50 50 ft. 9.50
Household Cordlite.....	20 ft. Extension, Soft Rubber Safety Handle, Soft Rubber Plug.....	3.50
Extension Cord.....	10 ft. Lamp Cord, Soft Rubber Plug, Bakelite Floor Type Outlet.....	.90
Tuffer Replacement Cord.....	Rubber Insulated Cord for Replacement Use, With Soft Rubber Plug.....	10 ft. 1.35 25 ft. 2.70 50 ft. 5.00
Benjamin Electric Mfg. Co., Des Plaines, Ill.		
<i>Benjamin</i>		
1083, Current Tap.....	Composition and Metal, 2 Pin and 1-Screw Outlets.....	.65
1080, Current Tap.....	Brass Shell, 1 Tap.....	.60
122, Double Socket Plug.....	Composition and Brass.....	.50
77, Double Socket Plug.....	Composition, 1 Side and 1 Bottom Outlet.....	.60
1042, 2-Socket Adapter.....	Brass Shell.....	.25
808, 2-Way Adapter.....	Composition.....	.35
292, Double Socket Plug.....	Brass and Porcelain, Pull Chain Switch on One Socket.....	1.00
92, Double Socket Plug.....	Brass and Porcelain.....	.35
93, Triple Socket Plug.....	Brass and Porcelain.....	.60
Bersted Mfg. Co., 5201 W. 65th St., Chicago, Ill.		
<i>Bersted</i>		
105, Cord Set.....	6 ft. Cord, 2-Piece Plug and Appliance Plug.....	.75
101, Appliance Plug.....	Composition.....	.25
107, Cord Set.....	6-ft. Cord, Switch Plug.....	1.25
Bryant Electric Co., Bridgeport, Conn. See Adv. P. 164		
<i>Bryant</i>		
KH, Duplex Adapter.....	Composition.....	.70
101, Current Tap.....	Porcelain, 1-Tap (Multiple).....	.50
102, Current Tap.....	Porcelain, 1-Tap (Series).....	.50
131, Current Tap.....	Composition, 1-Tap.....	.50
29081, Pendant Switch, Current Tap.....	Composition.....	.75
668, "Templus" Interswitch Plug.....	Composition, Indicating Switch.....	1.00
<i>Hemco</i>		
H 200, Double Socket Plug.....	Brown Bakelite.....	.40
H 202, Double Socket Plug.....	Brown Bakelite.....	.40
H 203, Triple Socket Plug.....	Brown Bakelite.....	.60
H 204, Current Tap.....	Brown Bakelite.....	.50
H 205, Two-Way Adapter.....	Brown Bakelite.....	.40
H 207, Three-Way Adapter.....	Brown Bakelite.....	.30
H 254, Cord Set, with Switch.....	6 Ft. Cord 2-Piece Plug and Appl. Plug.....	1.40
H 253, Cord Set, Without Switch.....	6 Ft. Cord 2-Piece Plug and Appl. Plug.....	1.10
H 250, Heater Plug, Without Switch.....	Brown Bakelite.....	.45
Case Electric Corp., Marion Electric Div., Marion, Ind.		
<i>Ev'ryday</i>		
121, Cord Set.....	6 ft. Cord, 2-Piece Plug and Switch Appliance Plug.....	1.25
108, Cord Set.....	6 ft. Cord, 2-Piece Plug and Appliance Plug.....	1.00
Central Flatiron Mfg. Co., Johnson City, N. J.		
<i>Betsy Ross</i>		
R-120 Cord Set and Plug.....55
R-120 Cord Set, with "Real" Plug.....75
R-121 Cord Set, with Switch Plug.....	1.15
R-122 Safeguard Automatic Heat Control Cord.....	2.50
R-125 Safeguard Automatic Heat Control Cord, Plug Only.....	1.50
R-123 Betsy Ross, all Appliance Cord Plug.....28
R-124 Betsy Ross, 2-Piece Socket Plug.....57
R-120F Colored Cord Set, Cotton.....05
R-119F Colored Cord Set, Silk.....45
120F Colored Cord Set, Silk Assorted.....60
121FS Colored Core Set, with Switch.....60
R-121F Colored Cord Set, with Switch, Assorted.....80
Circle F. Mfg. Co., Trenton, N. J.		
608, Table Top.....	Bakelite, 3 Outlets.....	

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Accessories—Continued

Trade Name, Model and Type	Size, Finish and Switch	Retail Price
Colt's Patent Fire Arms Mfg. Co., Hartford, Conn. (See Adv. P. 181)		
Table Tap, Foursome.....	4 Outlets, Cord and Plug.....	2.50
8036, Kool-Pull Cord Set.....	1.25
8038, Kool-Pull Cord Set.....	With On-Off Switch.....	1.75
8037, Kool-Pull Appliance Plug.....75
8039, Kool-Pull Appliance Plug.....	With On-Off Switch.....	1.00
Connecticut Electric Mfg. Co., Bridgeport, Conn.		
<i>Connecticut</i>		
998, Triple Socket Plug.....	Brown or Black Bakelite.....	1.00
999, Double Socket Plug.....	Brown or Black Bakelite.....	.60
997, Double Socket Plug, V Type.....	Brown or Black Bakelite.....	.60
1074, Current Tap.....	Brown or Black Bakelite.....	.60
1080, Cube Tap.....	Brown or Black Bakelite.....	.40
996, Two Light Current Tap.....	Brown or Black Bakelite.....	1.00
1035, Non-Skid Quartap.....	Mottled Brown Bakelite.....	1.25
A-1 Attachment Plug.....	Brown or Black Bakelite.....	.22
Cutler-Hammer, Inc., Milwaukee, Wis.		
<i>C-H</i>		
7050, Feed Thru Switch.....	Bakelite.....	.50
7044, Feed Thru Switch.....	Bakelite, 3-Heat.....	1.00
7051, Appliance Plug.....	Composition Switch.....	.80
7053, Pendent Switch, Current Tap.....	Composition.....	.75
Monowatt Corp., 24 West 40th St., New York, N. Y.		
412, Appliance Plug.....	Composition Toggle Switch.....	.75
69, Cord Set.....	6 Ft. Cord, 2-Piece Plug and Appliance Plug.....	.75
413, Cord Set.....	6 Ft. Cord, 2-Piece Plug and Switch Appliance Plug.....	1.00
450, Table Top.....	Composition, Double Outlet Cord and Plug.....	1.75
Delta Products Mfg. Co., Bryan, Ohio		
<i>Delta</i>		
9, Twin Plug, Pin Type.....	Condensite Moulded Insulation.....	
10, Twin Plug, Screw Type.....	Condensite Moulded Insulation.....	
96, Appliance Plug and Cord Set.....	6 Ft. Cord, 2-Piece Plug and Appliance Plug.....	
11, Appliance Plug.....	6 Ft. Cord, 2-Piece Plug and Appliance Plug.....	
Dover Mfg Co., Dover, Ohio		
<i>Flexolife</i>		
1, Cord Set.....	6-ft. Silk Cord in Colors with Heater Plug.....	\$0.75
170, Cord Set.....	6-ft. Silk Cord in Colors, with Switch Plug.....	1.00
2, Cord Set.....	6-ft. Cotton Cord in Colors, with Heater Plug.....	.50
270, Cord Set.....	6-ft. Cotton Cord in Colors, with Switch Plug.....	.75
<i>Lady Dover</i>		
8, Cord Set.....	6-ft. Cotton and Silk Cord, with Heater Plug.....	1.00
870, Cord Set.....	6-ft. Cotton and Silk Cord, with Switch Plug.....	1.25
Eagle Electric Mfg. Co., 59 Hall St., Brooklyn, N. Y.		
100 Appliance Plug.....	Composition.....	.15
115 Appliance Plug.....	Composition, Toggle Switch.....	.40
104 Appliance Plug.....	Composition, Armored.....	.22
114 Cord Set.....	6 Ft. Cord, Bakelite Handle Cap.....	.75
101 Cord Set.....	6 Ft. Cord, 2-Piece Plug and Appl. Plug.....	.55
123 Cord Set.....	6 Ft. Cord, 2-Piece Plug and Toggle Switch Appl. Plug.....	.85
415A Heater Unit.....	Cone Shape, Screw Base.....	.66
415 Heater Unit.....	Cylindrical, Screw Base.....	.66
444 Cigar Lighter Unit.....	Screw Base.....	.40
700 Two-Way Socket.....	Bakelite.....	.25
701 Handle Cap.....	Bakelite.....	.15
750 Appliance Plug.....	Bakelite.....	.20
751 Cord Set.....	Bakelite, 6 Ft. Silk Cord, Bakelite Handle Cap.....	.80
Edison Electric Appliance Co., 5600 W. Taylor St., Chicago, Ill.		
CD63 Cord Length—Ends Stripped and Bound.....60
17CD69 Cord Set with Hinged Plug for Irons.....	1.50
18CD76 Silk Cord Set with Miniature Plug.....	1.50
18CD88 Cord Set with Switch Plug.....	2.40
Appliance Timer.....	Bakelite.....	
Ester Electric Mfg. Co., Marion, Ind.		
<i>Ester</i>		
Twin Plug.....	Metal Cover.....	.25
Twin Plug, "T" Type.....	Fibre Cover.....	.10
Evryday Electric Co., Marion, Ind.		
Silk Cord and Switch Plug.....	1.75
Standard Cord and Switch Plug.....	1.50
Standard Cord and Plug.....75
Attachment Plug.....25
Terminal Plug Complete.....40
Terminal Plug, Halves, Pair.....25
Cord Spring.....15
General Electric Co., Bridgeport, Conn.		
GE 1835, Triple Tap.....	Triple Outlet, Detachable Cord and Plug.....	
GE 2594, Cord Set.....	6 ft. heater cord, armored plug, universal contacts.....	
GE 2602, Heater Plug.....	Armoured, With Universal Contacts.....	
GE 2725, Cord Set.....	6 ft. Asbestos Heater Cord, Heater Plug With Switch and Universal Contacts.....	
GE 2634, Cord Set.....	6 ft. Asbestos Heater Cord, Heater Plug and Universal Contacts.....	
GE 2633, Heater Plug.....	Brown Compound With Universal Contacts.....	

Trade Name, Device and Model	Description	Retail Price
GE 2642, Heater Plug.....	Brown Compound With Tumbler Switch and Universal Contacts.....	
GE 2641, Junior Triple Tap.....	Brown Compound.....	
GE 2637, Twin Lampholder Plug.....	Brown Compound.....	
GE 2638, Angle Twin Lampholder Plug.....	Brown Compound.....	
GE 2640, Single Lampholder Plug.....	With Side Current Taps, Brown Compound.....	
GE 2639, Twin Lampholder Plug.....	With Side Current Taps, Brown Compound.....	
GE 709, Single Lampholder Plug.....	With Side Current Tap, Porcelain.....	
GE 2695 Twin Lamp Holder Plug.....	Brown Textolite.....	
GE 2696 Angle Twin Lamp Holder Plug.....	Brown Textolite.....	
GE 2729 Triple Lamp Holder Plug.....	Brown Textolite.....	
GE 2697 Single Lamp Holder Plug.....	With Side Current Tap, Brown Textolite.....	
GE 2698 Junior Triple Tap.....	Brown Textolite.....	
GE 2757 Twin Tap.....	Brown Textolite.....	
GE 2699 Heater Plug.....	Brown Textolite with Universal Contacts.....	
GE 23x574 Cord Set.....	6 ft. Asbestos Heater Cord, Heater Plug with Universal Contacts, all Rubber Plug.....	
GE 1301 Through-Cord Switch.....	Compound, Black.....	
A. C. Gilbert Co., New Haven, Conn. (See Adv. P. 133)		
<i>Polar Cub</i>		
Heater Unit.....	Cylindrical Screw Base.....	.50
Harvey Hubbell, Inc., Bridgeport, Conn. (See Adv. P. 168)		
<i>Hubbell</i>		
6900, Table Tap.....	Triple Outlet, Detachable Cord and Plug.....	3.00
3190, Current Tap.....	Brass Shell, 1-Tap, Pull Chain Socket for Light.....	1.00
7035, 2-Way Adapter.....	Composition.....	.50
6290, 3-Way Adapter.....	Composition.....	.75
6710, Current Tap.....	Composition, Taps.....	.86
7900, "Table Cone".....	6 Ft. Cord, Attach. Plug, 4 Outlets.....	1.25
6109, "Signalite" Current Tap.....	"On" and "Off" Indicator for Electric Irons.....	
Hoosick Falls Radio & Elec'l Parts Mfg. Co., Inc., Hoosick Falls, N. Y.		
740, Table Top.....	6 ft. Silk Cord and Extension cap, Colors.....	
733, Extension Cap.....	Extension Hand Grip, Colors.....	
Landers, Frary & Clark, New Britain, Conn.		
9092, Cord Reed.....	250 Ft. Cord for Elec. Appl.....	15.90
1000, Cord Set.....	6 Ft., Silk Heater Cord, Carton of 6.....	6.00
55, Radiator Unit Package.....	12 in a Carton.....	12.00
National Stamping & Electric Works, Chicago, Ill.		
<i>White Cross</i>		
Cord Set.....	6 ft. Cord, 2-Piece Plug, Feed Thru Switch and Appl. Plug.....	1.75
Cord Set.....	6 ft. Cord, 2-Piece Plug and Switch Appl. Plug.....	1.60
Cord Set.....	6 ft. Cord, 2-Piece Plug and Appl. Plug.....	1.00
Appliance Plug.....	Composition.....	.50
Appliance Plug.....	Composition Switch.....	.90
Proctor & Schwartz Elec. Co., Seventh & Tabor Rd., Philadelphia, Pa.		
936, Cord Set.....	6 ft. Cord, 2-Piece Plug, Appl. Plug.....	1.00
938, Cord Set.....	6 ft. Cord, 2-Piece Plug, Appl. Plug.....	1.15
932, Heater Plug.....	Composition.....	.35
1131, Heater Element.....	Screw Socket Type.....	.75
<i>(See Adv. P. 35)</i>		
Ren Manufacturing Co., 216 Main St., Winchester, Mass.		
<i>Ren-Lock</i>		
Incandescent Lamp Lock.....	Prevents Theft, Per 100.....	15.00
Pull-A-Plug.....	Electric Plug Handle, Per 100.....	15.00
Reynolds Spring Co., Jackson, Mich.		
<i>Reynolds</i>		
220, Double Socket Plug.....	Bakelite, Straight Pin or Screw Plug.....	.40
240, Double Socket Plug.....	Bakelite, Pin or Screw Plug.....	.40
340, Triple Socket Plug.....	Bakelite, Pin or Screw Plug.....	.60
360, Current Tap.....	Bakelite, Pin or Screw Type Plug, 2 Taps.....	.50
365, Extension Cord Plug.....	Bakelite.....	.50
380, 3-Way Adapter.....	Bakelite, Pin or Screw Type Plug.....	.30
420, Attachment Plug.....	Bakelite.....	.20
495, Heavy Duty Attachment Plug.....	Bakelite.....	.25
110, Feed Thru Switch.....	Bakelite.....	.40
500, Appliance Plug.....	Bakelite.....	.35
795, Utility Tap.....	Bakelite.....	.40
510, Appliance Plug.....	Bakelite, Toggle Switch.....	.65
610, Cord Set.....	6 Ft. Cord, 2-Piece Plug and Switch Appliance Plug.....	1.25
600, Cord Set.....	6 Ft. Cord, 2-Piece Plug Switch Appl. Plug.....	1.00
Robeson Rochester Corp., Rochester, N. Y.		
<i>Royal Rochester</i>		
E-49, Appliance Plug.....	Composition, Push Thru Switch.....	1.00
E-48, Cord Switch.....	Composition, Feed Thru.....	.75
E-50, Cord Set.....	7 ft. Black Cord, 2-Piece Plug and Appl. Plug.....	2.10
Rodale Mfg. Co., 200 Hudson St., New York, N. Y.		
600, Bakelite Twinlites.....25
605, Bakelite Angle Socket.....35
T 83, Three-Way Composition Socket.....35

Accessories—Continued

Trade Name, Model and Type	Size, Finish and Switch	Retail Price
Bodale Mfg. Co., New York, N. Y.—Continued		
132, Weatherproof Socket.....		\$0.15
P 30, Socket Extensions.....		.10
790, Bakelite Triple Current Taps.....		.35
665, Bakelite Trio taps.....		.15
660, Bakelite Trio Tap Extension Set.....		.65
T 65, Composition Trio Tap.....		.10
P 65, Porcelain Trio Tap.....		.10
E 45, Toaster Elements.....		1.50
182, Nichrome Element on Card.....		.60
E 80, Curling Iron Element.....		.50
E 89, Cigar Lighter Element.....		.25
P 21, Iron Plug.....		.15
P 29, Armored Iron Plug.....		.20
800, Armored Switch Iron Plug.....		1.00
850, Switch Iron Plug.....		.75
610, Bakelite Iron Plug.....		.20
615, Bakelite Armored Iron Plug.....		.35
450, Three Pound Iron Plug.....		.45
650, Bakelite Armored Cord Sets.....		1.10
640, Bakelite Cord Sets.....		.95
460, Three Pound Fitzall Heater Cord Sets.....		.90
P 25, Plain Cord Sets.....		.65
P 31, Armored Cord Sets.....		.85
P 17, Switch Cord Sets.....		1.25
740, Armored Cord Sets.....		1.65
Rogers Electric Laboratories Co., Cleveland, O.		
505, Cord Set.....	2-Piece Plug, Switch Plug.....	1.25
506, Cord Set.....	2-Piece Plug, Appliance Plug.....	.85
507, Appliance Plug.....	Composition, Switch.....	.65
508, Appliance Plug.....	Composition.....	.30
Safeguard Electric Appliance Co., 133 South 12th St., Philadelphia, Pa.		
A, Heat Control.....	Automatic, For Irons, Etc.....	1.50
B, Heat Control.....	Automatic, For Irons With Plug and Cord.....	2.25
Samson-United Corporation, Rochester, N. Y.		
175, Cord Set.....	6 ft. Cord, Bronze Terminals and Rubber Plug.....	.85

Appliance

Trade Name, Model and Type	Size, Finish and Switch	Retail Price
Samson-United Corporation, Rochester, N. Y.—Continued		
175S, Cord Set.....	6 ft. Cord, Toggle Switch Connector Plug.....	\$1.20
177, Cord Set.....	6 ft. Cord, Rubber Connector Plug.....	.65
177S, Cord Set.....	6 ft. Cord, Switch Connector Plug.....	1.00
Simplex Div., Edison Electric Appliance Co., 5600 West Taylor St., Chicago, Ill.		
500, Cord Set.....	6 ft. Cord, 2-Piece Plug and Unbreakable Steel Appliance Plug.....	1.25
890, Appliance Plug.....	Unbreakable, All Steel.....	.75
600, Cord Set.....	6 ft. Cord, 2-Piece Plug and Unbreakable Steel Appliance Plug.....	1.50
990, Appliance Plug.....	Chromeplate, Unbreakable, All Steel.....	1.00
Superior Electric Products Co., 1300 So. 13th St., St. Louis, Mo.		
S-1, Cord Set.....	6 ft. Cord, 2-Piece Plug and Appliance Plug.....	.55
S-2, Ext. Cord Set.....	10 Ft. Cord, 2 Piece Plug, Wall Socket.....	.60
Watlow Electric Mfg. Co., 1320 N. 23rd St., St. Louis, Mo.		
Cord Set.....	6 ft. Cord, 2-Piece Plug and Appliance Plug.....	1.00
Appliance Plug.....	Composition.....	.25
Heater Unit.....	Cone Shape, Screw Base.....	1.00
"Fixall".....	Iron Element.....	1.00
Westinghouse Electric & Mfg. Co., Mansfield, Ohio		
M 77, Cord Set.....	6½ ft. Cord, 2-Piece Plug and Appliance Plug.....	1.00
White Beauty Electric Co., 4416 N. Western Ave., Chicago, Ill.		
205, Cord Set.....	6 ft. Cord, 2-Piece Plug and Appliance Plug.....	.55
216, Cord Set.....	6 ft. Cord, 2-Piece Plug and Switch Appl. Plug.....	1.50
210, Appliance Plug.....	Composition.....	.25

Cigar Lighters

Trade Name, Model and Type	Size, Finish	Retail Price
Beardsley Wolcott Mfg. Co., Waterbury, Conn.		
L0110, Metal Separate.....	5"x1", Nickel, Base Green; Button..	\$3.00
Chicago Electric Manufacturing Company, 2801 South Halsted Street, Chicago, Ill.		
Patrician, T-20, Metal Table Type.....	Base, 3"; height, 5"; Oxidized Silver; Push.....	3.15
Aristocrat, T-21, Metal Table Type.....	Butler Silver; Push.....	3.15
Hot Top, T-22, Metal Table Type.....	Base, 3¾"; height, 5"; Push, Assorted Colors.....	1.90
Hot-Top, T-25, Metal Table Type.....	Lacquered Nickel; Push.....	1.90
Chicago Flexible Shaft Co., Roosevelt Rd. & Central Ave., Chicago, Ill.		
LA350, Pipe, Cigar & Cigarette Lighter.....		3.50
LB60.....		3.50
LC70.....		3.50
Eagle Electric Manufacturing Company, 59 Ha" Street, Brooklyn, N. Y.		
340, Cigar Lighter, Stand Type....	Statuary Bronze Finish; Automatic..	2.75
444, Cigar Lighter Unit.....		.40
Electrahot Mfg. Co., 525 S. 4th St., Minneapolis, Minn.		
D-150, Metal Cigar Lighter.....	6"x3½"—Green or Mahogany—Push Type.....	3.00
Frankart, Inc., 225 Fifth Ave., New York City		
Shriner, Novelty Stand Type, "Shriner" Head with Fez.....	5½" high; Jap Bronze; Push.....	5.00
E-1003, Feminine Figurine Mounted on Lighter Base.....	8½" high; Automatic.....	5.00
E-1002, With Ash Tray.....	8½" High; Automatic.....	7.50
Cabby Jed, Metal Stand Type, Element in Hat Crown; Push-button Nose.....		5.00
Hance-Parker Co., Meriden, Conn.		
20, Table Type.....	6½" High, Bronze or Nickel; Push.. Antique Silver.....	\$5.00
40, Smoking Stand Attachment....	Bronze, Nickel.....	2.50
42, Table Type with Ash Tray.....	5½" Base Bronze, Clips on Ash Tray; Push.....	5.00
44, Table Type, with Ash Tray and Light.....	Antique Silver.....	5.25
43, Table Type, with Pottery Ash Tray.....	14" High Bronze or Nickel; Push....	10.00
46, Table Type.....	5½" Base, Blue, Green or Yellow, Lighter—Butler Silver.....	10.50
110, Heating Unit, Screw Type....	Bronze, Nickel or Brush Brass.....	4.50
50, Table Type with Cigarette Box Decoration.....	Antique Silver.....	3.00
Smokerlite Juniors.....	Butler Silver or Butler Copper, 2½ in. High in colors.....	3.25
		3.50
		.50
International Souvenir Import Corporation, 225 Fifth Avenue, New York City		
Miniature Telephone Receiver Type	With Ashtray	
Manning, Bowman & Company, Meriden, Conn.		
3-Leg Stand Type		
101 S.....	Oxidized Silver; Push.....	7.00
101/1.....	Antique Iron; Push.....	5.50
101/2.....	Statuary Bronze; Push.....	5.00
Parker Engineering Company, 20 Monroe Street, Meriden, Conn.		
Metal Stand Type "A".....	Old Silver; Push.....	5.50
Metal Upright Stand "B".....	Bronze Statuary; Push.....	5.00
"B" Lighter and Ash Receptacle	Silver; Push.....	3.75
Lighter and Ash Receptacle "C"....	Nickel or Bronze; Push.....	3.50
	Silver; Push.....	5.00
	Nickel or Bronze; Push.....	4.50
	Nickel Silver; Push.....	3.75

Cleaners

Manufacturer	Trade Name and Model	Use	Brush	Weight, Lbs.	Motor	Number of Attachments	Price Retail	Retail Price with Attachments
Air-Way Elec. Appliance Corp., Toledo, Ohio	Air-Way Sold thru factory representatives only	General	Stationary, detachable			Seven	(Cash Price)	\$79.50 71.55

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Cleaners—Continued

Manufacturer	Trade Name and Model	Use	Brush	Weight, Lbs.	Motor	Number of Attachments	Retail Price	Retail Price with Attachments
Apex Electrical Mfg. Co., Cleveland, Ohio	Rotarex, 54 Ball Bearing	General	Revolving, motor driven	12	Apex	Seven	\$39.50	\$45.50
	Apex, 56 Ball Bearing	General	Revolving, motor driven	12	Apex	Ten	64.50	74.50
	Rotarex, 27 Ball Bearing	General	Stationary, detachable		Rotarex	Seven	29.50	35.50
Birtman Electric Co. 4140 Fulton Ave. Chicago, Ill.	Bee-Vac—G	General	Stationary, detachable	10	Birco	Six	29.50	34.50
	Bronze Bearing							
	Bee-Vac—Junior	Utility	Stationary	3½	Birco	None	13.50	
	Bee-Vac—DL-50	Hand type	Stationary, detachable	11	Birco	(Incl. Polisher)	39.75	47.75
	De Lux Ball Bearing	General	Motor driven	12	Birco	Six	37.50	42.50
	Bee-Vac—D-75							
Clarke Sanding Machine Co., Applance Div., 3815-25 Cortland St., Chicago, Ill.	Clarke Germicidal Cleaners	Hand or floor	Removable	4½	General Electric	None	58.00	
	Clarke Vac-All	Hand or floor	Removable	2½	Westinghouse	None	26.50	
Clements Mfg. Co. 601 Fulton St. Chicago, Ill.	Clements—Cadillac	General	Stationary, detachable	11½	Clements, Ball Bearing	Eight		65.00
	Clements—Jewel	General	Stationary, detachable	11½	Clements	Eight		East of Rockies, 44.75
	Clements—Rotobrush	General	revolving	11½	Clements, Ball Bearing	Eight		44.75
Day-Fan Electric Co. Dayton, Ohio	Day-fan	Hand type	Straight air	3	Day-Fan	None	14.95	
Electare Company 636 Church St. Evanston, Ill.	Electare	General	Straight air	4	Racine	None	18.00	
	Electare	Hand type	Stationary			None		
Elec. Vacuum Cleaner Co., Inc., 1734 Ivanhoe Rd. Cleveland, Ohio	*Premier Duplex	General	Revolving, motor driven	13.5	Premier	Floor polisher and dryer heater	60.00	60.00
	*Floor polisher \$6.50 additional. Dryer-heater \$8 additional.							
	*Premier Junior	General	Revolving, motor driven	7	Premier	Five, with polisher	35.00	*40.00
	*Floor polisher \$5 additional.							
	Premier Pic-up	Hand	Revolving, motor driven	4	Premier	Extension handle	20.00	22.00
	Premier Spic-Span	Hand	Straight suction	4	Premier	Deodorizer and blower tool	14.50	14.50
(See Adv. P. 37)								
Electrolux, Inc. 250 Park Ave. New York, N. Y.	Electrolux	General	Straight air		Electrolux	Five (metal cylinder self-contained dust-bag)		77.00
Eureka Vacuum Cleaner Co., Detroit, Mich.	Eureka-Standard	General	Stationary, detachable	14½	Eureka	Seven	56.50	64.50
	Eureka-Special	General	Stationary, detachable	13½	Eureka	Six	39.50	45.50
	Eureka-Junior	Hand	Brush attached	4½	Eureka	One	16.50	
(See Adv. P. 70-71 Sepia)								
Federal Electric Co. 20 No. Wacker Dr. Chicago, Ill.	Federal Model 35	General	Stationary, detachable	10½	Universal	Five	24.50	
	Federal Suction Cleaner Model 34	General	Stationary, detachable	11½	Universal	Light	34.50	
	Federal Moto-Brush Model—33	General	Revolving, motor driven	13½	Universal	Eight	49.50	
Fitzgerald Mfg. Co. Torrington, Conn.	901		Hand Vacuum	2½				15.00
Galvin Electric Mfg. Co. 3314 So. Broadway St. Louis, Mo.	Galvin Midget	Hand type	Stationary, detachable	4	Universal	1-brush	19.50	
P. A. Geler Co. Cleveland, Ohio (See Adv. P. 19)	Royal Purifier	General	Floating	13½	Domestic	Eleven	57.50	70.00
	Super-Royal	General	Floating	12	Domestic	Seven	57.50	67.00
	Royal Princess	General	Floating	11	Domestic	Six	39.50	46.00
	Royal Utility Outfit	Portable	Floating	11½	Heavy duty		49.50	59.50
	Royalette	Hand cleaner		3½	Domestic			16.50
General Electric Co. Bridgeport, Conn.	G. E.—69	General	Stationary, detachable	12½	G. E.	Two Sets		35.00
	G. E.—75 GE-85	General Hand	Stationary, detachable	7½ 3½	General Electric General Electric		24.50 13.50	
A. C. Gilbert Co., New Haven, Conn.	Polar Club B110	Whisk Broom	Straight air	2½		None		6.95
	Polar Club B130	Vacuum Cleaner	Straight air					
	Polar Club 135	Combination of whisk broom and vacuum cleaner	Detachable brush	13½		Universal motor		19.50 26.45
Graybar Electric Co. Lexington Ave. and 43rd St., New York, N. Y. (See Adv. P. 11)	Graybar—20	General	Revolving, motor driven	14	Universal	Two sets, 5-6 pc. 6.50 to 10.00		60.00 E. Rockies 62.50 W. Rockies 13.50
	Graybar—30	General	Stationary, detachable	4	Universal	None		
	Cleanerette	General	Straight Air	11½	Universal	None		27.50 E. Rockies 28.50 W. Rockies 6.00
	Graybar—35 Vaporette Set	Sprayer and blower				Attachment set for Cleanerette 30		
Hamilton Beach Mfg. Co., Racine, Wis.	Hamilton Beach	General	Revolving, beating, motor driven	15	Hamilton Beach	Seven	39.50	45.50
	Hamilton Beach		Straight Air				29.50	35.50
Hoover Company North Canton, Ohio (See Adv. P. 50)	Hoover—543	General	Revolving agitator, motor driven	16		*Seven	63.50	75.00
	Hoover—700	General	Revolving agitator, motor driven	17		*Seven	79.50	92.00
	Hoover—972	General	Revolving agitator, motor driven	29		Seven	142.50	157.50
	Hoover Duster—200			10			29.75	
*Motor driven floor polisher \$7.50 extra with No. 543 and 700.								

Cleaners—Continued

Appliance

Manufacturer	Trade Name and Model	Use	Brush	Weight, Lbs.	Motor	Number of Attachments	Retail Price	Retail Price with Attachments
Hurley Machine Co. Div. Elec. Household Utilities Corp., 22nd St. at 54th Ave. Chicago, Ill.	Thor—80	General	Revolving Motor- driven	17	Universal	Five	\$39.50	
(See Adv. P. 44-45)								
Johnson Motor Prod. Co. , 1360 W. Randolph St., Chicago, Ill.	Portovac	Hand type	Stationary	5½	G. E.	None Hose and brush	39.50	\$43.00
Landers, Frary & Clark New Britain, Conn.	Universal Super Vacuum—E-7201	General	Straight air	17*	Universal	Six	39.50	49.50
	Universal DeLuxe—E-6701	General	Straight air	17*	Universal	Six	49.50	59.50
	Universal Model 42 E4201	General	Straight air	17*	Universal	Five	29.50	36.50
	Universal Model 58	General	Motor driven brush	16	Universal	Five	39.50	46.50
* With attachments.		Hand	Straight air	6	Universal	None	13.50	
Metal Specialties Mfg. Co. , 338 N. Kedzie Ave. Chicago, Ill.	Presto, Jr. 4" nozzle	Utility, hand type	Revolving, motor driven	3½	Universal	None	19.75	None
Morrill and Morrill, Importers 30 Church St. New York, N. Y.	Protos	General	Straight air	18	Siemens-Schuckert	Five		69.50
Morrow Co. Waukegan, Ill.	Morrow	General	Straight air	11	General Electric	Eleven	64.50	69.50
	X-Ray	General	Revolving brush	9	or Westinghouse General Electric	Complete		37.50
National Stamping and Electric Works 3212 W. Lake St. Chicago, Ill.	White Cross No. 2	General	Stationary, detachable	19		Seven	45.00	57.00
	White Cross No. 1	General	Stationary, detachable				37.50	46.50
O. K. Machine Co. Fort Wayne, Ind.	O. K. Vacuum Brush—A	Utility, hand type	Revolving, motor driven or stationary	3 ¾-in. nozzle	General Electric			19.75
	O. K. Vacuum Brush—B	Utility, hand type	Revolving, motor driven or stationary	4½ 5½-in. nozzle	Robbins & Meyers			27.50
Ponsell Floor Machine Co. , 220 W. 19th St. New York City	Ponsell—10	General	Comb	15		Five	52.50	57.50
*Floor Polisher attachment \$27.00.								
Regina Corporation Rahway, N. J.	Regina	General	Air only	12½	Gen. Elec. & Westingh'se			77.00
	Favorite	General	Air only	11½	Westinghouse-G.E.	*		34.50
*All models equipped with floor polishing attachment.								
Scott & Fetzer Co. W. 114th St. & Locust Ave., Cleveland, O.	S. & F. Sanitation System	General and utility, convertable	Stationary, detachable	10½	Domestic	Fourteen		86.50
Standard Vacuum Cleaner Mfg. Co. 1915 W. 115 St. Cleveland Ohio	Keystone	General	Revolving Stationary, detachable	12½ 10½	Domestic	Eight		39.50
	Auto-Valet	Cleaning autos	Stationary, detachable	8½	Domestic	Eight		39.50
	E-Z Groom	Grooming horses	Stationary, detachable	9½	Domestic	Five and carrying strap Eleven and carrying strap		44.50 75.00
B. F. Sturtevant Co. Hyde Park, Boston, Mass.	Sturtevant, 3-speed	General			Sturtevant	Six		57.50
Torrington Company Torrington, Conn.	Torrington—C	General	Revolving	12	G. E.	Nine	52.25	59.75
The United Electric Co. Canton, Ohio	Ohio	General	Revolving air only	12	G. E.	Eight	55.00	67.00
	Gem	General	Air only	10½	Westinghouse or Domestic	Seven	39.50	49.50
	Tuec Sanitator	General	Straight Air	7½	None, swivel nozzle adapted for general use			79.50
	Tuec			7½	General Electric			65.00
	Building Sanitator			6½	General Electric			39.50
	Tuec Carry Sanitator			6	General Electric			35.00
Wise-McClung Corp. New Philadelphia, Ohio	America	General	Revolving	11½	Westinghouse	Eight	49.75	59.75
	Sunshine	General	Floating, self-adjusting	12½	Westinghouse	Eight	60.00	70.00
	Aladdin, J. A.	General	Stationary, tilt back	12½	Westinghouse	Eight	55.00	65.00
	Aladdin-A	General	Stationary, detachable	10½	Westinghouse	Six	39.75	47.75
Eastern prices								
M. S. Wright Co. Worcester, Mass. (See Adv. P. 15)	Sweeper-Vac	General	Revolving, Motor driven	14½	Domestic	Ten	62.50	74.50*
	De Luxe	General	Revolving, motor driven	12½	Domestic	Six	39.50	44.50
	Standard	General	Plain suction	11½	Domestic	Six	29.50	34.50
	Sweeper-Vac Straight Suction							
*(With Floor Polisher and Attachments, \$79.50)								
Westinghouse Elec. & Mfg. Co. , Mansfield, O.	Westinghouse	General	Stationary, detachable		Westinghouse	Seven*	35.00	45.00
	Wax-Vac	Standard	Standard Westinghouse cleaner with two floor polishing sprayer and polisher			wax Two	42.50	57.50
*(Utility set of 4 attachments—\$6)								

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Clocks

Manufacturer's Trade Name, Model Number	Type	Case	Retail Price
Hammond Clock Company, 4115 Ravenswood Ave., Chicago, Ill. (See Adv. P. 25)			
<i>Synchronous Type (Non-striking)</i>			
Cambridge.....	Tambour, Mantel 9x20"	Walnut.....	\$32.50
Gothic.....	Upright, Mantel, 9x12"	Walnut.....	29.50
Junior Wall.....	Kitchen or Office, 5 1/2" Dial.	(5 colors).....	14.50
Ten-Inch Wall.....	Large Wall, 12" Overall diam.	White or Brown.....	22.50
Ravenswood.....	Desk or Boudoir, 7x5"	Bakelite.....	9.75
Squarewall.....	Office or Store Wall 18" Sq.	Mahogany Finish.....	30.00
Colonial.....	Desk or Shelf, 6x5"	Walnut inlaid border.....	14.50

Sangamo Electric Company, Springfield, Ohio.

The above company manufacture a full line of electrical clocks. Since June 1, 1929, however, the clock is being distributed by the Hamilton-Sangamo Corporation, a new sales company owned jointly by the Sangamo Electric Company and the Hamilton Watch Company. Due to the fact that their clocks will be merchandised at present only through wholesale and retail jewelry channels, they have requested that we omit the listing from this Index.

Seth Thomas Clock Company, 19 West 44th St., N. Y. C.

(Electrically Wound Types)

Electric No. 1.....	Upright, Desk.....	Mahogany.....	\$20.00
Electric No. 10.....	Tambour, Mantel.....	Mahogany.....	25.00
Electric No. 11.....	Pendulum Hour and Half Hour Strike.....	Mahogany.....	\$30.00-45.00
Electric No. 12.....	Pendulum Hour and Half Hour Strike.....	Mahogany.....	40.00
Electric No. 14.....	Pendulum Hour and Half Hour Strike.....	Mahogany.....	30.00-45.00
Electric No. 20.....	Upright, Desk.....	Mahogany.....	27.50
Electric No. 21.....	Pendulum Hour and Half Hour Strike.....	Mahogany.....	42.50
Electric No. 22.....	Pendulum Hour and Half Hour Strike.....	American Walnut.....	45.00
Electric No. 23.....	Upright Mantel.....	Mahogany.....	50.00
Electric No. 24.....	Banjo.....	American Walnut.....	45.00
Electric No. 50.....	Octagon, Wall.....	White Enamel.....	20.00
Electric No. 51.....	Octagon, White.....	American Walnut.....	25.00
Electric No. 52.....	Square Wall.....	Mahogany or Oak.....	32.00

Tork Clocks, Inc., 12 E. 41st St., New York, N. Y.

(Electrically Wound Types)

1508.....	Wall, 8" Dial.....	11 1/2" Dia.....	\$40.00
1812.....	Wall, 12" Dial.....	15 1/2" Square.....	50.00
1718.....	Wall, 18" Dial.....	25 1/2" Square.....	75.00
1608.....	Flush Wall, 8" Dial.....	10 1/2" Dia.....	40.00
1612.....	Flush Wall, 12" Dial.....	14 1/2" Dia.....	50.00
1618.....	Flush Wall, 18" Dial.....	22 1/2" Dia.....	75.00
2012.....	Double Face, Hanging 12" Dial.....	15" Dia.....	125.00
2018.....	Double Face, Hanging 18" Dial.....	21 1/2" Dia.....	200.00
2124.....	Double Face Street 24" Dial.....	(Mechanically controlled by No. 2106 Interior Clock).....	400.00
2106.....	Wall, 6" Dial.....	(Control for No. 2124).....	115.00

Warren Telechron Company, Ashland, Mass. (See Adv. 2nd Cover)

Victoria, 324.....	Table or desk.....	6 1/2 x 5 1/2" Mahogany, Spanish highlighted.....	\$20.00
Duncan, 332.....	Tambour.....	5 1/2 x 13 1/2" Mahogany, Spanish highlighted.....	22.00

Manufacturer's Trade Name, Model Number	Type	Case	Retail Price
Warren Telechron Company—Continued			
Beverly, 333.....	Tambour.....	5 1/2 x 13 1/2" Mahogany, Spanish highlighted.....	\$25.00
Cathedral, 355.....	Mantel or table.....	7 1/2 x 5 1/2" Bakelite case, mottled walnut.....	14.00
Clinton, 370.....	Illuminated.....	6 1/2 x 5 1/2" Mahogany, Spanish highlighted.....	23.00
Vernon, 370A.....	Illuminated (etched dial).....	6 1/2 x 5 1/2" Mahogany, Spanish highlighted.....	24.00
Modernique, 431.....	7 1/2 x 5 1/2" Metal brushed silver with shaded plane effects.....	50.00
Golden Modernique, 431A.....	7 1/2 x 5 1/2" Metal brushed gold with shaded plane effects.....	55.00
Constance, 453.....	Kitchen.....	8 1/2 x 8 1/2" Moulded case, white, ivory, green or gray.....	17.00
Denmore, 453A.....	Den.....	8 1/2 x 8 1/2" Textolite case, mottled walnut.....	17.00
Oxford, 524.....	Mantel or table.....	8 1/2 x 7 1/2" Mahogany, Spanish highlighted.....	29.00
Windsor, 525.....	Mantel or table.....	8 1/2 x 7 1/2" Mahogany, Spanish highlighted.....	32.00
Bellevue, 526.....	Mantel or table.....	7 1/2 x 6 1/2" Wood case, Spanish highlighted.....	25.00
Adams, 553.....	Tambour.....	7 1/2 x 17 1/2" Mahogany, Spanish highlighted.....	30.00
Belmont, 553.....	Tambour.....	7 1/2 x 17 1/2" Mahogany, Spanish highlighted.....	33.00
Castleton, 602.....	Mantel or table.....	11 1/2 x 9 1/2" Mahogany, Spanish highlighted.....	38.00
Jefferson, 603.....	Mantel or table.....	11 1/2 x 9 1/2" Mahogany, Spanish highlighted.....	48.00
Magnolia, 662.....	Tambour.....	8 1/2 x 19 1/2" Mahogany, Spanish highlighted.....	56.00
Madison, 691.....	Banjo.....	Height, 32 1/2"—Scene, Mt. Vernon.....	65.00
Electrolarm, 700.....	Illuminated alarm clock	7 1/2 x 6" Moulded case.....	25.00

Round Metal-Case Semi-Flush Telechron

Number	Dial	Bronze
415.....	8 in.	\$26.00
416.....	12 in.	28.00
417.....	14 in.	32.00
418.....	18 in.	46.00

Square Wood-Case Surface Telechron

Number	Size	Dial	Oak	Mahogany	White Enamel
101.....	11 in. sq.	8 in.	\$28.00	\$29.00	\$30.00
201.....	16 in. sq.	12 in.	30.00	31.00	32.00
301.....	19 in. sq.	14 in.	34.00	36.00	37.50
401.....	23 in. sq.	18 in.	50.00	52.00	54.00

Round Metal-Case Surface Telechron

Number	Dial	Bronze	White Enamel
405.....	8 in.	\$36.00	\$28.00
406.....	12 in.	28.00	30.00
407.....	14 in.	32.00	35.50
408.....	18 in.	46.00	50.00
410.....	24 in.	100.00	105.00

Clothes Driers

Manufacturer	Model and Trade Name	Type	Dimensions of Dryer Height Depth Width	Number and Width of Racks	Hanging Capacity Lineal Feet	Type Ventilation	Heating Watts	Retail Price
Bock Laundry Machine Co., Toledo, Ohio								
	Bock	Centrifugal Extractor	1725 R.P.M. 1/2 H.P.		Basket 17"			
	Bock	Centrifugal Extractor	1722 R.P.M. 1 1/2 H.P.		Basket 25"			
Canton Clothes Dryer Co., Canton, Ohio								
	Canton E-60-C	Cabinet	6'6"x26" x4'7"	Built-in	60	Heat created	2 1/2 Kw.	\$150.00
	E-120-C	Cabinet	6'7"x26" x7'4"	Built-in	120	Heat created	3 1/2 Kw.	265.00
	E-70-C	Cabinet	6'x1'7"x6'5"	Built-in	70	Heat created	2 1/2 Kw.	200.00
	E-85-C	Cabinet	6'x2'1"x6'5"	Built-in	85	Heat created	2 1/2 Kw.	215.00
	E-80-R	Draw rack	6'6"x20" x6'11"	2-7"	80	Heat created	3 Kw.	250.00
	E-120-R	Draw rack	6'6"x26" x6'11"	3-7"	120	Heat created	3 1/2 Kw.	290.00
Chicago Dryer Co., 2210 N. Crawford Ave., Chicago, Ill.								
	Chicago-Francis E-29	Draw rack	7'x7' x2'1"	2-9"	78	Heat created	3,000	
	E-39	Draw rack	7'x7' x2'10"	3-9"	117	Heat created	4,500	
	E-49	Draw rack	7'x7' x3'7"	4-9"	156	Heat created	6,000	
	E-59	Draw rack	7'x7' x4'4"	5-9"	195	Heat created	7,500	
	E-69	Draw rack	7'x7' x5'1"	6-9"	234	Heat created	9,000	
	E-609	Cabinet	7'x2'2"x6'8"	Built-in	For golf clothes	Heat created	4,500	
	E-209	Cabinet	6'x20 1/2"x5'2"	Built-in	60	Heat created	3,000	
	E-309	Cabinet	6'x20 1/2"x6'8"	Built-in	85	Heat created	3,000	
	E-409	Cabinet	6'x26" x6'8"	Built-in	117	Heat created	3,000	
W. E. Lamneck Co., 416 Dublin Ave., Columbus, Ohio								
	Electric Lamneck	Cabinet	5'10"x2' x5'	Movable	60	Heat created electric	4,000	
Osterhout Electric Corp., 222 N. 13th St., Philadelphia, Pa.								
	Nudriaire	Type A Cabinet		Built-in		Heat created Fan		35.00
		Type B Cabinet		Built-in				45.00
Prometheus Electric Corp., 360 W. 13th St., New York, N. Y.								
	Prometheus 810	Cabinet	30"x22"x20"	2'		Heat created electric	800	125.00
	812	& Draw Rack	30"x22"x36"	4"			1,200	150.00

Clothes Driers—Continued

Appliance

Manufacturer	Model and Trade Name	Type	Dimensions of Dryer Height Depth Width	Number and Width of Racks	Hanging Capacity Lineal Feet	Type Ventilation	Heating Watts	Retail Price
Scientific Heater Co. 1406 Builders Exchange Bldg., Cleveland, Ohio	Dry-O-Let A-58 A-75	Cabinet	6'3"x 2'1" x 4'10"	4-Swinging	68	Fan (opt.)	4,000	\$250.00
		Cabinet	6'3"x 2'1" x 6'3"	4-Swinging	90	Fan (opt.)	6,000	290.00
Suttle Equipment Co. 400 N. Michigan Ave. Chicago, Ill.	Cabinet (See Adv. P. 171)		22" long 8½" wide			Fan		15.00
Williamson Heater Co. Cincinnati, Ohio	Snow White	Cabinet	6'x 2' x 5'	Built-in or portable	75	Heat created	7,500	200.00
H. E. Williamson Co. 5811 S. Riverside Drive Los Angeles, Cal.	Domestic	Centrifugal dryer	¼ H.P. Motor		7-sheet capacity	None		75.00
	Domestic	Centrifugal dryer	¼ H.P. Motor		12-sheet			125.00

Cookers

Manufacturer	Trade Name Model, and Type	Size, In.	Utensils	Heating Unit, Wattage	Control	Finish	Shipping Weight, Lbs.	Retail Price
Cook Electric Heating Co. 717 Frankfort Ave. Cleveland, Ohio	Cooks—1, Double Boiler	8"		660	None	Aluminum	5	\$12.50
	Cooks Cooker	16"x17"	14 qt.	1000		Aluminum	11-25-Y	65.00
Durham Mfg. Co. Muncie, Ind.	Duplex-D, Fireless	13½x11½" round, 1 well	2—bake pans and rack (Chromel A, C)	1—500 watts	None	Grey enamel	19	7.50
Excel Electric Co. Muncie, Ind.	Excel—A, Fireless	22x13½, round 1-well	1—6 qt., 1—2 qt. piepan and rack	Upper, 250 watts Lower, 410 watts	2-heat plug control	colors	35	17.50
	Excel—B, Fireless	1-well, round	2—2 qt. and rack	1—550 watts	2-heat, plug control	colors	12½ net	7.50
Griswold Mfg. Co. Erie, Pa. Also 2-E with glass door, \$14.95	Griswold—Oven 1-E Solid Door	7½x10½x11"	None (Chromel A, Chromalox)	2—450	2-heat switch	Gray baked enamel	28	14.80
Landers, Frary & Clark New Britain, Conn.	Universal—E-9600 Fire-less	13½x9", round 1-well	2—1-qt.	1—500 watts	2-heat plug control	Grey enamel	14	10.50
	Universal—E-98941 Casserole Cooker	4½" inside oven height, 10½" round	2 utensils	1—650 watts	3-heat switch	Nickel	15	19.25
	Universal—E-41 Table Stove	10½x4½"	None	1—650 watts	None	Aluminum		6.50
Meece Manufacturing Company, Inc., Island Park, N. Y.	Meece	Family size	Complete for one roast, three vegetables	300 (lamps)	Switch only	Enamel, aluminum	30	39.00
National Stamping & Electric Works, 3212 W. Lake St. Chicago, Ill.	White Cross—60, Pressure Waterless	12½x12 1 compartment	None	1—550 watts	2-heat switch	Aluminum	5½ net	10.00
	White Cross 61 Pressure Waterless	7-qt. capacity						12.00
Standard Electric Stove Co. 1714 N. 12th St. Toledo, Ohio	Standard—101, Fireless	13x13x20, 1-well	1—5 qt., 1—3 qt.	1—660	Time, \$15 extra	Baked enamel	60	28.00; white porcelain 30.00
	Standard—201, Fireless	13x25x20 2 wells	1—5 qt., 1—3 qt. 1—8 qt.	2—660 each	Time \$15 extra	Baked enamel	105	50.00; white porcelain 55.00
	Standard—302 Fireless Cooker Range	18x27, 1-well Oven 10x12x12	1—5 qt., 1—3 qt.	1—660 cooker 1—660 cooking top 2—660 oven	Time on cooker \$15 extra	Baked enamel	125	65.00; white enamel 71.50
	Standard—16, Oven	16x11x13	None (Chromel A, Nichrome IV)	2—660 watts	None	Black enamel	95	50.00; white enamel 55.00
Swartzbaugh Mfg. Co. Toledo, Ohio	Everhot-Fireless—EC-1	19x16x30, 1 well	2 bake pans 1-4 qt., 3-2 qt.	1-800 watts	3-heat switch	Gray lacquer	105	39.50
	Everhot-Fireless—EC-6	Round, 13½x13, 1 well	1—4 qt. 1—half rd.	750 high, 1-510 low	Plug 2-heat	Chrome finish	30	21.00
	Everhot-Fireless EC-Jr.-10	1 well, 13½x10, round	1—2 qt. 1—half rd.	450 high, 1-100 low	Plug 2-heat	Chrome finish	17	10.00
	Ideal-Fireless—ID-11	1 well, 13½x10, round	2—2 qt. tongs	450 high, 1-100 low	Plug 2-heat	Aluminum bronze finish	17	8.50
	Ideal-Fireless—ID-12	1 well, 13½x10, round	1—2 qt. 1—half rd. rack and pans	1-450 high, 100 low	Plug 2-heat	Nickel steel	18	9.50

Corn Poppers

Manufacturer	Trade Name and Model	Type	Wattage	Special Features	Retail Price
O. S. Keene Machine Co. Anderson, Ind.	E-Z	3 qt.		Nickel, or pistol blue finish with nickel trim	
	E-Z	3 qt.		Nickel	
Knapp Monarch Company St. Louis, Mo.	Therm-a-Hot—675	2½ qt.	375 watts	Nickel finish Colored handles with cord set	\$2.00
	200		375 watts	Blue metal finish With cord set	2.50 1.50 2.00

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Corn Poppers—Continued

Trade Name, Model, Size and Consumption	Special Features	Retail Price
Bersted Manufacturing Co., Chicago, Ill.		
Tip-Top—400.....	Nickel finish, colored	\$5.95
Cannon Oiler Company, Keithsburg, Ill.		
<i>Kwikpop</i> 6" high, 8 1/4" diam., 660 watt....	Replaceable Element, Pistol Blue... Nickel,	1.50 2.75
Dominion Elec. Mfg. Co., 712-22 Ontario Ave., W., Minneapolis, Minn.		
<i>Domino</i> 75, 8 1/2 x 10" Overall.....	Handles and Cords, Nickel Plate... Black Polished Steel.....	3.50 3.00
75, 8 1/2 x 10 1/2".....	New Side Handles, Agitator Knob, Attached or Separable Cord and Plug.....	3.50 and 3.00
Excel Electric Co., Muncie, Ind.		
<i>Economy</i> 660 W., 1/2 Gal. Corn in 5 Min.....	Blued Steel.....	1.50

Trade Name, Model, Size and consumption	Special Features	Retail Price
Excel Electric Co., Continued		
<i>Excel</i> 660 W., 1/2 Gal. Corn in 5 Min.....	Nickel.....	\$2.75
990 W., 75 Bags per hour.....	Hand Model.....	59.50
990 W., 75 Bags per hour.....	Motor Model.....	99.50
Gobar Products, Anderson, Ind.		
3-Minute Popper.....	Pistol Blue finish..... Nickel finish.....	1.50 2.50
Great Northern Products Co., 17-19 E. Austin Ave., Chicago, Ill.		
E-20.....	275 watts.....	\$2.75
E-67.....	550 watts.....	1.90
National Stamping & Electric Works, 3212 West Lake Street, Chicago		
<i>White Cross</i> 990, 10" x 7 1/2"; 1/2 gal. Corn in 5 min.....		2.50
Superior Electric Products Co., 1300 South Thirteenth St., St. Louis, Mo.		
<i>Superior</i> 800, Super Electric.....		1.75
800, NC.....	No cord, with Terminal Pins.....	1.50
800, CS.....	Separable Cord Set.....	2.00

Curling Irons

Trade Name, Model and Type	Dimensions Lgth.—Dia. of Rod Type Cord	Finish Handle	Retail Price
Beardsley & Wolcott Mfg. Co., Waterbury, Conn.			
<i>Torrid Set</i> C3511—Curling with Comb and Marcel Waver.....	10" 1/8" Detachable	Ivory, Pink, Blue, Green	\$2.50
C7411—Curling, with Comb, Marcel Waver and Cooling Stand.....	11" 3/8" Detachable	Ivory, Pink, Blue, Green	3.95
C2911—Curling with Comb and Marcel Waver.....	Permanent	Ivory, Pink, Blue, Green	1.75
C6811—Curling.....	11" 1/8" Detachable	Ivory, Pink or Blue....	2.50
C0110—Curling.....	Permanent	Black.....	.90
C1011—Curling.....	10" 3/8" Detachable	Ivory, Pink, Blue, Green	1.60
C5611—Curling.....	12" 3/8" Permanent	Ivory, P nk, Blue, Green	1.30
C1611—Curling.....	9 1/2" 1/8" Permanent	Ivory, Pink, Blue, Green	1.20
C9611—Marcel.....	9 1/2" 1/8" Permanent	Ivory, Pink, Blue, Green	1.60
C8911—Marcel.....	11" Permanent	Ivory, Pink, Blue, Green	3.00
C1311—Special Curling.....	Units in Prongs Detachable Permanent 10" 5"	Ivory, Pink, Blue	1.00
Central Flatiron Mfg. Co., Johnson City, N. Y.			
<i>Betsy Ross</i> 15, Betsy Ross Assortment.....	1 Doz.....		18.00
1106, Betsy Ross Assortment.....	1 Doz.....		13.20
522B, Betsy Ross Curler.....	Detachable Plug, Black Handle.....		2.00
522W, Betsy Ross Curler.....	White Handle.....		2.00
522V, Betsy Ross Curler.....	Orchid Handle.....		2.00
23B, 4 Price Combination.....	Set Colors.....		2.50
24W, Betsy Ross Marcel Waver	White Handle.....		2.00
Delta Products Mfg. Co., Bryan, Ohio			
<i>Delta</i> 2, Curling Iron and Waving Rod...	Permanent	Assorted Colors.....	
3, Vanity Curling Iron.....	Permanent	Assorted Colors.....	
4, Vanity Marcel Waver.....	Permanent	Assorted Colors.....	
Dominion Electrical Mfg. Co., 712-22 Ontario Ave., West Minneapolis, Minn.			
<i>Dominion</i> —18—Curling.....	Detachable	Blue or White, Pink...	1.75
15—Curling.....	Permanent	Blue or White, Pink...	1.40
14—Curling.....	Permanent	Black.....	1.00
19—Curling.....	9 1/2" 1/8" Permanent Cord	White, Pink, Blue.....	1.75
20—Hairdressing Set.....	Marcel Curler, Drying Comb	Black.....	1.75
21—Junior Beauty Set.....	Marcel, Curler, Drying Comb, in kit roll	White, Pink, Blue.....	2.50
22—Large Beauty Set.....	Marcel, Curler, Drying Comb, in kit roll	White, Pink, Blue.....	3.95
Drake Electric Works, 3943 Lincoln Ave., Chicago, Ill.			
<i>Drake</i> —503—Curling.....	10" 3/8" Permanent	Black.....	1.50
303—Curling.....	12" 3/8" Permanent	Black.....	2.50
Edison Electric Appliance Co., 5600 Taylor St., Chicago, Ill.			
<i>Hotpoint</i> 112 L 11—Curling.....	3/8" Detachable	Black.....	2.50
112 L 12—Curling.....	3/8" Detachable	Black.....	3.50
112 L 4 and L 6—Curling.....	4 1/2" L 6-3/8" Detachable	Black.....	4.50
113 L 10—Curling.....	1 1/2" Detachable	Black.....	4.75
113-L 6—Curling De Luxe in case..	3/8" Detachable	Ivory.....	7.50

Trade Name, Model and Type	Dimensions Lgth.—Dia. of Rod Type Cord	Finish Handle	Retail Price
Electrahot Mfg. Co., 525 S. 4th St. Minneapolis, Minn.			
<i>Electrahot</i> B-50—Curling.....	10 1/2" 3/8" Permanent	Black.....	\$1.00
Ev'ryDay Electric Co., Marion, Ind.			
Model 112 Curling Iron.....	Complete with Cord.....		1.50
Fitzgerald Mfg. Co., Torrington, Conn.			
<i>Star-Rite</i> B—Curling.....	Detachable	Walnut.....	2.50
Junior—Curling.....	Permanent	Pink, Blue or Ivory....	1.16
Junior.....	Permanent	Rosewood.....	.96
	Detachable	Pink, Blue, Ivory.....	1.50
	Detachable	Rosewood.....	1.44
A—Curling with Comb.....	Detachable	Walnut or Ivory.....	3.50
Gold Seal Electrical Co., Poughkeepsie, N. Y.			
No. 1, Marcel Waver.....	Permanent	Black.....	2.50
No. 4, Curling Iron.....		Blue, Pink, Ivory.....	1.00
Great Northern Products Co., 17-19 E. Austin Ave., Chicago, Ill.			
E-50.....	20 watts.....		.95
E-52.....	20 watts.....		1.20
Knapp Monarch Company, St. Louis, Mo.			
<i>Therm-a-Hot</i> 500 Curling.....	Permanent, Red, Green, Blue, Ivory.		1.00
525 Curling.....	Detachable, Red, Green, Blue, Ivory.		1.50
Landers, Frary & Clark, New Britain, Conn.			
<i>Universal</i> E 9801—Curling.....	10 3/8" 3/8" Detachable	Mahogany.....	3.25
E 98011—Curling with Comb.....	10 3/8" 3/8" Detachable	Mahogany.....	4.00
E 9501—Curling.....	10 3/8" 3/8" Permanent	Ivory, Blue, Pink, Green, Gray, Lavender	1.95
9502—Curling.....	11 1/4" 3/8" Detachable	Black.....	1.50
9504—Marcel Waver.....	11 3/4" 3/8" Detachable	Ebonized.....	1.95
A. J. Lindemann & Hoverson Co., Milwaukee, Wis.			
<i>L & H Electric</i> 602—Curling.....	3/8" Detachable	Black.....	\$2.50
603—Curling.....	3/8" Detachable	Black.....	2.50
Manning, Bowman & Co., Meriden, Conn.			
<i>Manning-Bowman</i> 110—Curling.....	Detachable	Rose, Blue or Ivory....	3.25
111—De Luxe—Curling.....	Detachable	Rose, Blue and Ivory..	3.75
<i>Meriden Homelectrics</i> 51—Curling.....	Permanent	Pink—Cord to Match..	1.50
53—Curling.....	Permanent	Blue—Cord to Match...	1.50
National Electric Appliance Co., Madison Ave. and W. 83rd Ave., Cleveland, O.			
<i>Duchess</i> Curling.....	Detachable	Black.....	1.60
Curling.....	Permanent	Black.....	1.20
<i>De Luxe</i> Curling.....	Detachable	Green, Pink, Rose, Ivory or Blue.....	1.95
Curling.....	Permanent	Green, Pink, Rose, Ivory or Blue.....	1.50
<i>National</i> Curling and Marcel Set with Comb.	Detachable	Black.....	3.15
Curling and Marcel Set with Comb.	Permanent	Black.....	2.75

Curling Irons—Continued

Trade Name, Model and Type	Dimensions Lgth.—Dia. of Rod Type Cord	Finish Handle	Retail Price
National Electric Appliance Co., Madison Ave. and W. 83d Ave., Cleveland, O.—Continued			
<i>De Luxe</i> Curling and Marcel Set with Comb. Detachable	Green, Pink, Rose, Ivory or Blue.....		\$3.50
Curling and Marcel Set with Comb. Permanent	Green, Pink, Rose, Ivory or Blue.....		3.25
<i>Tourists</i> Curling and Marcel Set with Comb. Detachable	Green, Pink, Rose, Ivory or Blue.....		3.65
<i>Princess</i> Curling in-Roll-up bag Permanent	Black..... Ivory, Rose Blue, Orchid, Pink.....		.90 1.10
<i>National</i> Marcel Waver Detachable	Black.....		2.05
Marcel Waver Permanent	Black.....		1.50
National Stamping & Electric Works, 3212 W. Lake St., Chicago, Ill.			
<i>White Cross</i> 1134—Curling.....	10" $\frac{5}{16}$ " Black.....		2.80
1135—Curling.....	12" $\frac{3}{8}$ " Black.....		2.90
Pelouze Mfg. Co., 232 E. Ohio St., Chicago, Ill.			
<i>Pelouze</i> 532—Curling.....	Swivel Black.....		3.00
552—Curling, Hair Drier and Waver Rod.....	Swivel Black.....		3.75
Robeson Rochester Corp., Rochester, N. Y.			
<i>Royal-Rochester</i> E-6236—Curling.....	9 $\frac{1}{4}$ " White or Rose.....		1.60
E 6238—Curling.....	11" White or Blue.....		2.75
(Elements: Chromel A and Nichrome IV)			
Rogers Electric Laboratories Co., Cleveland, Ohio			
Rogers 503.....	Black.....		1.00
(Element: Nichrome)			
Samson-United Corp., Rochester, N. Y.			
<i>Samson</i> 151—Curling.....	Detachable Ivory, Orchid, Red, Yellow, Black or Green..		1.50
Set, 154—Curling with Comb and Marcel Waver.....	Detachable Ivory, Orchid, Red, Yellow, Black or Green..		2.00
101—Curling.....	Permanent Ivory, Orchid, Red, Yellow, Black or Green..		1.00
Set, 104—Curling with Comb and Marcel Waver.....	Permanent Ivory, Orchid, Red, Yellow, Black or Green..		1.50
108—Marcel.....	Permanent Ivory, Green, Red, or Yellow.....		1.50
Set, 106—Curling-Marcel Waver, Dry- ing Comb Shears, Hair Clippers and Dressing Comb.....	Permanent Red, Green or Yellow		4.50

Appliance

Trade Name, Model, and Type	Dimensions Lgth.—Dia. of Rod Type Cord	Finish Handle	Retail Price
Simplex Division, Edison Electric Appliance Co., 5600 W. Taylor St., Chicago, Ill.			
Simplex 812L11.....	$\frac{3}{8}$ " Blue. Blue rubber ins. tinsel cord		\$2.50
Superior Electric Products Co., 1300 S. 13th St., St. Louis, Mo.			
<i>Superior</i> 450—Marcel Waver.....	Permanent Black.....		2.50
301—Curling.....	$\frac{5}{16}$ " No. 450W—Ivory. Ivory, Black.....		3.50 2.25
<i>Brown Beauty</i> 210—Curling.....	Detachable No. 301—Black.....		3.25
<i>Bobbed Hair Special</i> 100—Curling.....	11" $\frac{5}{16}$ " Permanent Brown.....		1.50
.....	10 $\frac{1}{2}$ " $\frac{5}{16}$ " Black.....		.75
.....	10 $\frac{1}{2}$ " $\frac{1}{16}$ " No. 100W—White. White, Detachable Assorted Colors.....		.75 .75
A.C. 200.....	Detachable Assorted Colors.....		1.00
Utility Electric Co., 620 Tower Grove Ave., St. Louis, Mo.			
20—Economy.....	11" $\frac{1}{16}$ " Pink, Blue, White, Green		.90
30—Utility.....	11" Permanent Pink, Blue, White, Green		1.35
(Elements: Nichrome)			
Ward Mfg. Co., Inc., 937 Wellington Ave., Chicago, Ill.			
Curling Iron.....	Permanent Ivory, Ebony, Pink, Blue		3.00
Swivel type			
Westinghouse Electric & Mfg. Co., Mansfield, Ohio			
<i>Westinghouse</i> RW-103—Curling.....	6 $\frac{3}{8}$ " $\frac{3}{8}$ " White.....		2.65
CW-223—Curling.....	Detachable 5 $\frac{1}{4}$ " $\frac{1}{16}$ " White.....		1.75
CW-263—Curling.....	Detachable 5 $\frac{1}{4}$ " $\frac{1}{16}$ " White.....		1.50
(Elements: Chromel C and Nichrome)			
White Beauty Electric Co., 4416 N. Western Ave., Chicago, Ill.			
<i>White Beauty</i> 220—Curling.....	Detachable Black.....		4.90
<i>Dandy</i> 202—Curling.....	Permanent Black.....		3.50
<i>Vamp</i> 208—Curling.....	Permanent Black.....		2.00
<i>White Beauty</i> 218—Curling.....	10" Black.....		1.25
229—Curling.....	9" Black or white.....		1.00
238—Marcel Waver.....	Permanent Permanent		5.00
(Elements: Nichrome, Nichrome IV)			

Dishwashers

Trade Name, Model and Type	Finish	Retail Price
Conover Company, 140 S. Dearborn St., Chicago, Ill. (See Adv. P. 180)		
<i>Conover</i> Portable Impeller, Fills from Faucet, Empties into Sink		
U-S 1, For Small Families, Rolls Under Sink.....	Porcelain Enamel.....	\$94.25
AA For Average Families.....	Porcelain Enamel.....	139.50
TR For Large Families, Tea Rooms, etc.....	Porcelain Enamel.....	185.00
Cyrus Shank Co., 625 Jackson Blvd., Chicago, Ill.		
<i>Shank</i> Impellers.....	White Enamel.....	150.00
Friedley-Voshardt Co., 733 S. Halsted St., Chicago, Ill.		
<i>Kleen-Kwick</i> Revolving Spray.....	Nickel-Plated.....	140.00
Kohler Company, Kohler, Wisc.		
<i>Kohler</i> Electric Sink can be Built-In Impeller White and Colored Porcelain Enamel, with nickel plated fittings.....	60 $\frac{1}{2}$ " 313.35 48 $\frac{1}{2}$ " 291.10 42 $\frac{1}{2}$ " 246.70 28" 203.70	
Planet Company, Westfield, Mass.		
<i>Planet</i> AA Portable, Impeller.....	White Enamel.....	114.00
C Portable, Impeller.....	White Enamel.....	168.00
Sanitary Dish Washing Machine Co., 382 Tenth St., Milwaukee, Wis.		
<i>Sanitary Servant</i> Permanent, Revolving Spray.....	Nickel Plate.....	140.00

Trade Name, Model and Type	Finish	Retail Price
Standard Sanitary Mfg. Co., Box 1226, Pittsburgh, Pa.		
<i>Standard</i> 6900, Electric dishwasher and sink..	Revolving basket and power spray right or left 60" long, white.....	
P6907 Electric dishwasher and sink	Colors..... Revolving basket and power spray right or left, 45" long, white.....	
6928 Electric dishwasher and sink..	Colors..... Revolving basket and power spray right or left, 45" flat, white.....	
6915 Electric dishwasher.....	Colors..... Revolving basket and power spray right or left, white.....	
P6920 Electric dishwasher.....	Colors..... Revolving basket and power spray right or left, flat top, white.....	
Suttle Equipment Co., 400 N. Michigan Ave., Chicago, Ill.		
Portable Electric.....	Extra Thick Aluminum Tub—highly Polished.....	38.00
(See Adv. P. 171)		
Walker Dishwasher Corp., Syracuse, N. Y.		
<i>Walker</i> 106, Impeller.....	White Porcelain Enamel.....	*170.00
108, Combination Sink Impeller, 45" x 23"	White Porcelain Enamel.....	*190.00
112, Combination Sink Impeller, 61 $\frac{1}{2}$ " x 24"	White Porcelain Enamel.....	*315.00
114, Combination Sink Impeller, 43 $\frac{3}{4}$ " x 24"	White Porcelain Enamel.....	*240.00
115, Cabinet (Portable).....	White Porcelain Enamel.....	*159.00
* Extra charge for acid-resisting or colors.		
White Bear Corp., 29 E. Madison St., Chicago, Ill.		
<i>White Bear</i> Portable Revolving Spray.....	White Enamel (also in colors).....	165.00
Also Stationary for New Installation.		

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Doughnut Moulds

Trade Name, Model and Type	Finish	Retail Price	Trade Name and Model	Special Features	Retail Price
Dominion Electrical Mfg. Co., 712-722 Ontario Ave., West, Minneapolis, Minn.			Electrahot Mfg. Co., Minneapolis, Minn.		
69.....	Round, nickled, black or colored handles, wide base..	\$12.00	Donut Maker		
70.....	Round, nickled, plain Colonial, black or colored handles, wide base.....	10.00	A-40.....	4 doughnut capacity, nickled, aluminum grid.....	\$12.50
(Elements: Nichrome)					

Egg Cookers

Trade Name, Model, Size and Composition	Special Features	Retail Price	Trade Name, Model, Size and Composition	Special Features	Retail Price
Hankscraft Co., Inc., 121 N. Dickinson St., Madison, Wis.			Landers, Frary & Clark, New Britain, Conn.		
<i>Household Egg Cookers</i>			<i>Universal</i>		
4 egg, No. 599.....	Green, blue or yellow, a.c. only, automatic operation by water contact...	\$5.50	E 9932, 6-egg, 1 qt. water, 420 watts	Combination Water Heater and Egg Boiler, Nickel Finish.....	\$8.50
1 egg No. 601.....	Green luster, a.c. only, automatic operation by water contact.....	2.00	E 993, Water Heater, 1 pt., 420 watts	Nickel Finish.....	7.50
4 egg No. 5991.....	Egg service, 1 No. 599 cooker, 4 double egg cups, 1 green enamel tray.....	11.50	E 992, Shaving Mug, 1/2 pt., 420 watts	Nickel Finish.....	7.25
(See Adv. P. 163)					

Exercisers

Manufacturer	Trade Name Model Number	Type	Speed, Stroke, Control	Motor	Accessories	Case, Cabinet Color	Crated Weight, Lb.	Retail Price
Apex Electrical Mfg. Co., Cleveland, Ohio	Apex	Wall bracket	Speed control	Apex	2" belt, hand grips		13 lbs.	
Burke Machine Tool Co., Conneaut, Ohio	Robur Health Massage Motor	Table or wall Cabinet	Three stroke adjust.	1/4 hp.	Anchor and 4" massage belt	Lacquer over aluminum alloy Black walnut finish	40	\$44.50
	Robur Health Massage Motor	Pedestal	Three stroke adjust.	1/4 hp.	4" massage belt	Black walnut	100	88.50
	Robur Health Massage Motor	Pedestal	Three stroke adjust.	1/4 hp.	4" massage belt	Black walnut	85	68.50
	Robur Health Massage Motor	Collapsible pedestal	Three stroke adjust.	1/4 hp.	4" massage belt	Lacquer	85	59.50
*For D.C., \$10 extra.								
Chicago Flexible Shaft Co., Roosevelt Rd. and Central Ave., Chicago, Ill.	E X I E B 2 E C 3	Sunbeam Safe Health Promoter						87.50 120.00 137.50
Daley Equipment Co., 5716 Euclid Ave. Cleveland, Ohio	Daley, B	Portable	One speed, adjust. stroke	1/4 hp. Westinghouse	Wide and narrow canvas belt with handles	Aluminum polished	60	130.00
	Daley, C	Portable, with stand	One speed, adjust. stroke	1/4 hp. Westinghouse		Aluminum polished	110	150.00
Devices Corp., 120 Brookline St. Cambridge, Mass.	University Exerciser and Reducer, Model D	Portable With table With stand		1/4 hp. General Electric	Belts			69.50
				1/4 hp. General Electric	Belts			84.50
				1/4 hp. General Electric	Belts			84.50
	Model C			1/4 hp. General Electric	Belts		85	115.00
Diamond Appliance Co., South Bend, Ind.	Diamond, 47	Table	Variable strokes	1/4 hp. General Electric	Anchor strap buckle and screw eye, Applicator 4"			47.00
	Diamond, 79	Table	Variable strokes	1/4 hp. General Electric	Wide and narrow applicators		68	79.00
	Diamond, 98	Pedestal	Variable strokes	1/4 hp. General Electric	Wide and narrow applicators		109	98.00
	Diamond, 119	Pedestal	Variable strokes	1/4 hp. General Electric	Wide and narrow applicators		169	119.00
Emerson Elec. Mfg. Co., St. Louis, Mo. (See Adv. P. 36)	Emerson	Portable Cabinet						97.50
Fay Health Motors Co., Inc., 168 Brighton Ave. Boston, Mass. (See Adv. P. 188)	Model A	Table or Pedestal	3 stroke	1/4 hp.	Standard belts	Green or any color color in lots of 50	40 Stand	37.50 6.00
Fitzgerald Mfg. Co., Torrington, Conn.	1103 Star Rite	Table model	1/4 hp.	(See Adv. P. 34)	Massage belt anchorage strap	Crystal moderne	20	29.50
Galvin Electric Mfg. Co., 3314-20 S. Broadway St. Louis, Mo.	Exerciser	Pedestal	1/4 h.p.		4" belt	Lacquer	120 East 79.50 45 East 49.50 West 59.50	
	Exerciser	Table	1/4 h.p.		2" belt			
Graybar Elec. Co., Lex. Ave. and 43rd St. New York, N. Y. (See Adv. P. 11)	Graybar Stimulator No. 8	Complete with Table	3 degrees of Stimulation	1/4 h.p.	Narrow and wide belt		61	East of Rockies 59.50 West of Rockies 65.00 East of Rockies 94.50 West of Rockies 104.50
	Graybar Stimulator No. 5	Cabinet	Stimulator complete with cabinet	1/4 h.p.	Narrow and wide belt			
Joseph Gelb, 250 W. 54th St. New York, N. Y.	Nova Body Builder	Pedestal	Ten speeds	1/4 hp.	2 canvas belts, 2 hand grips	Aluminum base	Under 100	135.00
Hallwell-Shelton Electric Corp., 113-119 Fourth Ave. New York, N. Y.	Jack Sprat	Portable Pedestal Platform	5 strokes adjust.	1/4 h.p. 1/4 h.p. 1/4 h.p.		Two-tone Green Green		87.50 110.00 122.50

Exercisers—Continued

Appliance

Manufacturer	Trade Name Model Number	Type	Speed, Stroke, Control	Motor	Accessories	Case, Cabinet Color	Crated Weight, Lb.	Retail Price
Hollywood Health Devices, Inc. Cincinnati, Ohio	Hollywood Health Device	Portable and adjust. stand type for institutions and large homes	One speed	$\frac{1}{2}$ hp. General Electric or century	Belt hand grips suction cup	Black or white enamel	105 300	\$185.00 350.00
Holm's Mfg. Co. Kenosha, Wisconsin (See Adv. P. 157)	Vibratone	Pedestal	One speed	$\frac{1}{2}$ hp.	4" belt, 2" elt, 8" Massage bell 5" Massage bell One handle bar One kneading ball	Rose, blue and green Krackle	127	150.00
Hurley Mach'ne Co. 22nd St. and 54th Ave. Chicago, Ill. (See Adv. PP. 44-45)	Thor Juvenator	Door	2 strokes	Universal motor	2" web belt and H and grips	Light green enamel	10	39.50
Janette Mfg. Co. 556-558 W. Monroe St., Chicago, Ill.	Janette Body Molder	Pedestal Cabinet		$\frac{1}{2}$ h.p.	Belt	Walnut	100	135.00
Jiffy Electric Water Heater Co. Hazel Park Station, Detroit, Mich.	Jiffy Exerciser	Pedestal	2 speeds, adjust. stroke	$\frac{1}{2}$ h.p. G.E.	2" and 4" belt	Orchid lacquer		85.00
Knott & Garliss Co. Inc. 3945-3951 A St. Detroit, Mich.	Vita "Senior"	Pedestal	2 speeds, 5 variable strokes, each self adjusting vibratory bar	$\frac{1}{2}$ hp.	4" belt, 2 $\frac{1}{2}$ " belt, hand grips	Aluminum enamel and nickel plate	110 AC. or DC.	97.50
	Vita "de Luxe"	Cabinet	2 speeds, 5 variable strokes each, self adjust- ing, vibratory bar	$\frac{1}{2}$ hp.	4" belt, 2 $\frac{1}{2}$ " belt hand grips	Walnut decorative finish	110 AC. or DC.	150.00
	Vita "Junior"	Pedestal	1 speed, 4 variable strokes	$\frac{1}{2}$ hp.	4" belt and hand grips combination 2" belt	Aluminum enamel and nickel	110 AC. or DC.	69.50
	Vita "Table Model"	Table	1 speed, 5 variable strokes	$\frac{1}{2}$ hp.	4" belt and 2" belt	Aluminum enamel and nickel	110 AC. or DC.	54.50
Lincoln Mfg. Co. Connersville, Ind.	Electro-Ciser Deluxe	Wall type or stand	5 strokes	$\frac{1}{2}$ hp.	2 belts and grips	Lacquer and alum.	50	100.00
	Electro-Ciser Junior	Table type or stand	4 strokes	$\frac{1}{2}$ hp.	2 belts only	Lacquer and alum.	120 45 80	135.00 69.50 79.50
Lindstrom & Co. 2322 Indiana Ave. Chicago, Ill.	No. S335	Pedestal	3 strokes	$\frac{3}{4}$ hp.	Belt drive	Green	85	74.50
	No. S338	Portable		$\frac{1}{2}$ hp.	Belt drive	Gold	36	44.50
Little Giant Co. 700 East D, Belleville, Ill.	Little Giant Energizer	Table or wall	3 stroke adjust.	$\frac{1}{2}$ hp.	4" belt anchor strap hand grips	Black and nickel plated	46	35.00
		Pedestal	3 stroke adjust.	$\frac{1}{2}$ hp.	4" belt anchor strap	Black and nickel plated	87	44.50
Luther, Incorporated 287 S. Water St. Milwaukee, Wis.	Rekreator Effortless Exerciser, 865	Floor	1 speed	$\frac{1}{2}$ h.p.	Wide belt, narrow belt, handle grips, abdominal belt	Any color	375	225.00
	No. 870	Floor	2 stroke and pulley speed adj.		Wide belt, narrow belt, handle grips, abdominal belt	Mahogany	135	97.50
McDowell Mfg. Co. P.O. Box 5840 Millvale Branch Pittsburgh, Pa. (See Adv. P. 178)	No. 1 McDowell Heathway Motors	Portable	Four stroke adjust.	$\frac{1}{2}$ hp.	1 wide and 1 narrow belt, anchor saddle seat and foot massage plate		45	85.00
	No. 5 McDowell Heathway	Console	Three stroke adjust.	$\frac{1}{2}$ hp.	1 wide and 1 narrow belt	Metal	60	65.00
	No. 6 McDowell Heathway	Gymnasium model	Three stroke adjust.	$\frac{1}{2}$ hp.	1 wide and 1 narrow belt folding standing board		60	65.00
	No. 7 McDowell Heathway	Wall model	Three stroke adjust.	$\frac{1}{2}$ hp.	Heavy bracket, 1 wide and 1 narrow belt		40	55.00
	No. 8 McDowell Heathway	Table model portable	Three stroke adjust.	$\frac{1}{2}$ hp.	1 wide and 1 narrow belt, anchor strap		40	55.00
Master Electric Co. Dayton, Ohio	Healthizer 100, 150, 200 300, 400	Floor, portable	Stroke adjust.	$\frac{1}{2}$ hp.	2" applicator, 4 ap- plicator, hand grips	Gold and wavy, alum. trim.	100 150 200	125.00 120.00 135.00
			Three stroke	$\frac{1}{2}$ hp.	3" applicator, with hand grips	Multi-colored tapestry finish	300 400	65.00 79.00
National Health Appliance Corp. 1676 N. Claremont Ave. Chicago, Ill.	National Health Developer and Exerciser	Table With stand	4-point spark control	General Electric $\frac{1}{2}$ hp.	2" and 4" belts	Metal cabinets lacquer finish	100	79.50 99.50
Oakes-Swenson Co. 1470 E. 19th St. Indianapolis, Ind.	Nu-Life	Pedestal or Table	One speed 3 stroke adjust.	$\frac{1}{2}$ hp. General Electric AC. or DC.	1" belt and 4" belt	Any color	102	Table 54.00 Pedestal 59.00
Pep Motor Mfg. Co. 1307 Grand Ave. Kansas City, Mo.	Senior Senior Flapper Baby	Floor	4 stroke adjust.	$\frac{1}{2}$ hp.	6	DuPont duco		160.00
		Table	4 stroke adjust.	$\frac{1}{2}$ hp.	3	DuPont duco		99.00
		Floor	3 stroke adjust.	$\frac{1}{2}$ hp.	3	DuPont duco		87.50
		Table	3 stroke adjust.	$\frac{1}{2}$ hp.	3	DuPont duco		62.50
Portex Mfg. Co., Inc. 118 W. 22nd St. New York, N. Y.	Budd Exerciser	Portable and Stationary	Universal motor	$\frac{1}{2}$ hp.	Belt carrying case for Portable model belt, wrought iron stand for Stationary model	Pastel green and ivory	22	59.50
Sanitarium Equip- ment Co., Battle Creek, Mich.	Battle Creek Health Builder, Universal Home Model	Portable	Variable speed, stroke control	$\frac{1}{2}$ hp.	Combination belt	French gray, sea green, orchid or venetian sand		125.50
	Battle Creek Health Builder, Athletic Model	Floor	Variable speed, stroke adjust. 4 to 5		Wide, narrow belts, hand grips, abdominal applicator		200	225.00
	Battle Creek Mechanical Horse		Variable speed Pace control	$\frac{1}{2}$ hp.	Russet leather saddle			650.00

* Special pedestal, \$30. Wall plate, \$10. De Luxe Cabinet Model, \$250.

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Exercisers—Continued

Manufacturer	Trade Name Model Number	Type	Speed, Stroke, Control	Motor	Accessories	Case, Cabinet Color	Crated Weight, Lb.	Retail Price
Savage Arms Corp. Utica, N. Y.	Savage Health Motor Model A	Portable or stationary	Pressure on tapered elastic belt controls vibration	$\frac{1}{2}$ hp.	Wide and narrow tapered elastic belt, slipover cover	Alum. case, alum. satin finish	45	*\$99.50
	Model B	Portable or stationary	Variable massage control	$\frac{1}{2}$ hp.	Wide and narrow tapered elastic belt, slipover cover	Arterackle and nickel finish		*\$79.50
	Model C	Portable or stationary	Variable massage control	$\frac{1}{2}$ hp.	Wide and narrow tapered elastic belt, slipover cover	Arterackle and nickel finish		*\$54.50
(*Prices quoted are East of Rockies.)								
Suttle Equipment Co. 400 N. Michigan Ave. Chicago, Ill. (See Adv. P. 171)	Exerciser	Portable Vibratory	650 vibrations per min.	$\frac{1}{16}$ hp.		Black and silver finish	4 $\frac{1}{2}$	25.00
The Sylph-Apollo Company 1723 Adams St. Toledo, Ohio (See Adv. P. 185)	Sylph Apollo Mechanical Masseur	Stationary and portable	Three stroke	$\frac{1}{2}$ hp. three stroke	$\frac{3}{4}$ " rubber pad, 2" belt, hand grips	Two-toned gray	44 A.C. 52 D.C.	69.50 15 Stand
Tower Mfg. Corp. 122 Brookline Ave. Boston, Mass.	Tower Exerciser and Reducer	Console Model	Two speed, four stroke	No. $\frac{1}{2}$ hp. (A.C.) Gen. Elec. and Westinghouse and Marathon	Body strap, head strap	Metal cabinet, walnut finish		59.50 Denver & West 64.50 Canada 79.50
Wise-McClung Corp. New Philadelphia, Ohio	Sunshine Electric Exerciser Model B	Floor type Table type	5 Adj. 4 Adj.	$\frac{1}{2}$ hp. Westinghouse	Belt 4" wide 72" long 2" wide 72" long			119.75 107.50
	Sunshine Electric Exerciser Model D	Floor type Table type		$\frac{1}{2}$ hp. Westinghouse	Belt, 4" wide, 72" long 2" wide, 72" long		75	89.50
				$\frac{1}{2}$ hp. Westinghouse	Belt, 4" wide, 72" long 2" wide, 72" long		75	69.50
Zylarator Corp. Detroit, Mich.	Zylarator, ZYA	Floor portable	Two speeds four strokes	$\frac{1}{2}$ hp.	4" belt, 2" belt,	Black porcelain nickel trim	95	147.50

Floor Polishers, Scrubbers and Sanders

Manufacturer	Model and Trade Name	Type	Motor	Width of Polishing Surface	Attachments	Net Weight Lbs.	Retail Price	Retail Price Complete with Atch'ts
The Amer. Floor Surfacing Mach. Co., 518 St. Clair St., Toledo, Ohio	American Line Polisher No. 10	Cylindrical brush Brush	$\frac{1}{4}$ H.P.	2/5"	2 Brushes, 1 qt. wax	28		
	No. 13	Rotary disc	$\frac{1}{4}$ H.P.	10"	4 Brushes, Sanding attach., buffing pad	118		
		Rotary disc	$\frac{1}{2}$ H.P.	13"	4 Brushes, sanding attach. buffing pad	208		
A. S. Boyle Co. 1934 Dana Ave. Cincinnati, Ohio	Old English Improved Polisher	Rotary plate		6 $\frac{1}{2}$ "	1 Brush wax mop & $\frac{1}{2}$ gal. wax	11		\$42.50
	Old English Large Elec. Polisher			10	1 brush wax mop & $\frac{1}{2}$ gal. wax			68.50
Campbell Machine Co., Inc., Wollaston, Mass.	Campbell Jr. Polisher	Cylindrical brush	$\frac{1}{8}$ H.P.	6"	None	26	\$75.00	
	Campbell Household Polisher	Sander				55	135.00	
	Campbell Household Polisher					45	175.00	
	Campbell Household Combination	Polisher, sander, vacuum attachment	$\frac{1}{4}$ H. P.				225.00	
Electrolux, Inc. 250 Park Ave., New York, N. Y.	Electrolux—3B	3 motor driven brushes			3 wax discs 6 brushes			
Finnell System, Inc. Elkhart, Ind.	Finnell H. C.	Rotary plate with 3-qt. tank	$\frac{1}{2}$ H.P.	10"	4	52	145.00	156.25
	Finnell 15-A	Rotary plate with 7-qt. tank	$\frac{1}{4}$ H.P.	12"	4	68	with 1 set brushes 175.00	188.75
	Finnell Household Machine	2 brush	$\frac{1}{2}$ H. P.	13"	Polisher, sander, scrubber, waxer, varnish remover		87.50	
	17-A	Rotary plate	$\frac{1}{2}$ H. P.	18"	5 (one set furnished)		310.00	
Floorola Corp. 480 Salem Ave. York, Pa. (See Adv. P. 48)	Floorola Model A	3 rotating brushes on rotating plate opposite directions	$\frac{1}{8}$ H.P.	11 K"	4 sets	27		127.50
	Floorola Model C	2 Brushes opposite direction	$\frac{1}{8}$ H.P.	12"	3 sets	18	78.50	
Hild Floor Machine Co. 108 W. Lake St. Chicago, Ill.	Model B	Rotary disc	$\frac{1}{4}$ H.P.	10 $\frac{1}{2}$ "	{ 4 brushes, polish- ing, scrubbing, steel wire, brushes, sanding disc	45	120.00	130.00
	Model A	Rotary disc	$\frac{1}{4}$ H. P.	13"		52	150.00	162.00
	Model C	Rotary disc	$\frac{1}{8}$ H.P.	15"		75	185.50	199.00
	Model D	Rotary disc	$\frac{3}{4}$ H.P.	18"		75	265.00	281.00
S. C. Johnson & Son Racine, Wis. (See Adv. P. 5)	Johnson Household Polisher	Cylindrical brush		5"	Wax mop & $\frac{1}{2}$ gal. wax	9	29.50	
	Johnson Deluxe	Cylindrical brush		8"		14	68.50	
Kelley Electric Machine Co., 285 Hinman Ave. Buffalo, N. Y.	Kelley Master	Rotary	1 $\frac{1}{2}$ H. P.	20"	{ Scrubbing brush, waxing and polishing brush, sanding pad	110	250.00	1
	Kelley Regular	Rotary	$\frac{1}{2}$ H. P.	14"		80	195.00	attach.
	Kelley Junior	Rotary	$\frac{1}{4}$ H. P.	12"		40	130.00	
Kent Company Rome, N. Y.	Utility	Rotary plate	$\frac{1}{8}$ H.P.	10"	13	60	With 1 brush 140.00	
	Domestic	Rotary plate	$\frac{1}{4}$ H.P.	10"	10	35	With 2 brushes 115.00	
	J. C. M.	Rotary plate	$\frac{1}{2}$ H. P.	12" or 14"	13	90	With 1 brush 195.00	
Landers, Frary & Clark New Britain, Conn.	Universal Polisher 710	Cylindrical Brush		5"	Wax mop, 1-lb. paste wax 1 pt. liquid wax	17		29.50

Floor Polishers, Scrubbers and Sanders—Continued

Appliance

Manufacturer	Model and Trade Name	Type	Motor	Width of Polishing Surface	Attachments	Net Weight, Lbs.	Retail Price	Retail Price Complete with At'th's
Lincoln-Schlueter Floor Machinery Co. 213-221 W. Grand Ave. Chicago, Ill.	Lincoln Junior Type 11	Twin Rotary plates	1/20 H.P.	10"	Scrubbing, waxing, polishing, sanding, with one set of brushes	23		75.00 With brushes
	Type 16	Twin 8" Rotary twin	1/4 H.P.	16"	Scrubbing, waxing, polishing, sanding	70		160.00
	Type 20	10" plate	1/2 H.P.		Scrubbing, waxing, polishing, one set of brushes	110		240.00
	Type 28	14" plate	1 H.P.	28"	Scrubbing, waxing, polishing, sanding	180		295.00
Merritt Electric Floor Machine Co. 9 Murray St. New York, N. Y.	Merritt	4 motor driven brushes	1/8 H.P.	11"	Polishing, scrubbing, wire brushes	36	98.00	Scrubbing brushes 6.00 Wire brushes 8.00
Ponsell Floor Machine Co. 220-230 W. 19th St. New York, N. Y.	Ponsell, Model A	Rotary plate	1/4 H. P.	14"	{ Scrubbing, refinishing, sandpapering Vacuum cleaning	95	230.00	253.00
	Ponsell, Model B	Rotary plate	1/4 H. P.	11"		45	125.00	144.00
	Ponsell, No. 10	Cylinder brush	1/8 H. P.	7 1/2"		15	59.50	84.50
Regina Corp. Rahway, N. J.	Regina	Two Brush	1/2 H.P.	11 1/2"	Scrubbing, waxing, sanding, paint and varnish remover	14 1/4	89.50	105.50
United Vacuum Appliance Co. Connersville, Ind.	Connersville Junior	Rotary plate	1/4 H.P.	11"	1-brush	30	135.00	
M. S. Wright Co., Worcester, Mass.	Sweeper-Vac (See Adv. P. 15)	Cylindrical brush		7 1/2"	None	10		29.50

Grills, Griddles, Table Stoves and Hotplates

Manufacturer	Trade Name and Model	Cooking Surface and Finish	Heating Units and Control	Retail Price	
Acme Elec. Heating Co. 1217 Washington St. Boston, Mass.	Acme—1920 table stove	8 in. plate, nickel	1-1,200 watts, closed, 3-heats	\$16.00	
	Acme—1921 table stove	10 in. plate, nickel	1-1,500 watts, closed, 3-heats	20.00	
	Acme—1922 table stove	2-8 in. plates, nickel	2-1,200 watts, closed, 3-heats	32.00	
	Acme—1923 table stove		2-1,500 watts, closed, 3-heats (Element: Acme)	38.00	
American Electrical Heater Co., Detroit, Mich.	American Beauty-3350G Toaster stove	500 watts	5.75	
	American Beauty-3210 disc stove	4-in. polished steel	450 watts	7.00	
	American Beauty-3221 disc stove	5-in. polished steel	550 watts	7.50	
	American Beauty-3231 disc stove	6-in. polished steel	600 watts	9.00	
	"American" 1100B	11½x11½-in.	1000 watts, 3-heat	12.00	
	1100C	11½x11½-in.	1800 watts, 3-heat	13.50	
	1102B	11½x22½-in.	1000-1800 watts, 3-heat	23.50	
	1102C	11½x22½-in.	1000-1800 watts, 3-heat	26.00	
	1103B	11½x33½-in.	1000-1800 watts, 3-heat	35.00	
	1103C	11½x33½-in.	1000-1800 watts, 3-heat	37.50	
	(Elements: Chromel, A and C Nichrome);				
	American Metal Specialty Co. 3 Appleton St. Boston, Mass.	Ameco table stove	100 sq. in. heating surface	660 watts	
	Armstrong Elec. & Mfg. Co. Huntington, W. Va.	Armstrong—table stove, 5 utensils	White enamel and nickel Red, blue, green yellow enamel	1-open 600 watts	8.85
Beardsley & Wolcott Mfg. Co. Waterbury, Conn.	Novelty—table stove		1-500 watts, open	1.00	
	Wilwear—hotplate	20x13 in., gray porcelain	1-1100 watts, 1-440 watts, open, 3-heat	20.00	
	Torrid—G 031 hotplate	7½ in. round, nickel	1-660 watts, open	4.75	
	Torrid—G 261 hotplate	Round, nickel	1-480 watts, open	3.00	
	Torrid—G 0511 griddle	9½ in. round	1-660 watts, closed	7.50	
	Torrid—G 0111 griddle	9½ in. round with chafing dish	1-660 watts, closed	9.75	
	Torrid—G 0711 chafier	9½ in. round nickel	1-660 watts	7.75	
Bersted Mfg. Co. 5201 W. 65th St. Chicago, Ill.	Bersted—17 stove	8x8 in., colors	1-600 watts, no switch	1.80	
	Bersted—18 stove	Black	1-1,000 watts, 3-heat	6.25	
	Bersted—25 stove	Black	2-500 watts	5.00	
	Bersted—26 stove	Colors	2-500 watts	5.00	
	Bersted—19 table stove	8x8 in. black, No. 20 nickel	1-600 watts, open	4.00	
Bersted—27 table stove	19x8 in. black, No. 28 nickel	2-500 watts, open	6.00		
Bobbett Elec. Mfg. Co., 4307 Cottage Grove Ave., Chicago, Ill.	Bobbett—73 table stove	9 in. round, cast aluminum	1-open, 3-heat	15.00	

Manufacturer	Trade Name and Model	Cooking Surface and Finish	Heating Units and Control	Retail Price
C. W. Carter Mfg. Co. 15th & Winter Sts., S. E. Minneapolis, Minn.	Auto Grill	550 watts	\$18.75
Ev'ryday Elec. Co., Marion, Ind.	Ev'ryday—100 table stove	6x5½ in. nickel	1—500 watts open, separable plug	1.25
	101, table stove	6x5½, nickel	1—500 watts, open one-piece plug	1.00
	Ev'ryday—110, hotplate	8x8 in., blue or black	1—600 watts open	1.70
	Ev'ryday—110B, hotplate	8x8 in., nickel	1—600 watts	3.00
	110A, hotplate	black or blue nickel	open, 3-heat	4.25
	Ev'ryday—118, hotplate	18x19 in., black or blue nickel, blue	2—600 watts Open, 1-heat nickel	5.00
	115A, hotplate	18x9 in., nickel	2—600 watts Open 1—1-heat 1—3-heat	6.00
	Ev'ryday—115, hotplate	18x9 in., nickel	2—600 watts, open, 3-heat	8.00
	115, hotplate	18x9 in., nickel	2—600 watts, open, 3-heat	7.50
	Ev'ryday 115AA hotplate 300 range for wall socket operation	11x11x12, hgt. 32 in.	2—600 watts	9.00
Champion Elec. Co., 1051 Power Ave., Cleveland, Ohio	Champion—LT griddle	7x18 in.	1—600 watts closed, 3-heat	25.00
	Champion—LS griddle	7x18 in.	1—600 watts closed, 1-heat	15.00
	Champion	5½x12½ in.	1—440 watts, 1-heat	11.75
Chicago Elec. Mfg. Co., 2801-2835 S. Halsted St., Chicago, Ill.	Handy Hot—N-7	10x6½ in.	1—600 watts	
	Handy Hot—grill stove N-34	nickel	open	1.75
	Handy Hot—N-35	9x9 in.	1—600 watts, open	1.75
	Handy Hot—N-37	9x9 in., blk. enamel	1—600 watts, open	1.65
	Handy Hot—N-37	9x9 in., gr'n enamel	1—600 watts, open	1.65
(Element: Chromel A.C., Nichrome IV)				
Chicago Flexible Shaft Co., Roosevelt Rd. & Central Ave., Chicago, Ill.	Sunbeam—A-170 grill with turnover toaster, 2 utensils	11½x7 in., nickel	1-open	10.50
(Element: Nichrome, Nichrome IV, Tophet)				
Delta Products Mfg. Co. Bryan, Ohio	Delta—200 table stove	9x18 in., colored enamel	1-550 watts, open	
	Delta—100 table stove	9x9 in., colored enamel	1-550 watts, open	
	Delta—100S table stove	9x5 in., colored enamel	1-550 watts, open	
Dominion Elec. Mfg. Co. 712 Ontario Ave., W. Minneapolis, Minn.	Dominion—51 hot plate	6½x6½ in. nickel	1-550 watts, open	2.00
	Dominion—61 hot plate	6½x6½ in. nickel	1-660 watts, open	3.00
	Dominion—62 hot plate	18x8½ in., nickel or black	2-500 watts, open, 1-heat	7.00 black 6.00
	Dominion—71 hot plate	Nickel	3-heat	10.00
		8½x8½ in., nickel or black	1-660 watts, open, 1-heat	4.00 black 3.50

Manufacturer	Trade Name and Model	Cooking Surface and Finish	Heating Units and Control	Retail Price
Dominion Elec. Mfg. Co.—Continued				
	Dominion—B-101 hot plate	Nickel 10x10 in.	3-heat, black 3-heat 1-660 watts, open, 3-heat	5.00 5.50 12.00
	Dominion—62-E	11 $\frac{3}{4}$ x21x6 in. Vitreous enameled	1-600 watts	10.50
	B-102	Nickel, 3-heat	2-1,000 watts	28.00
	B-103	Nickel, 3-heat	2-1,000 watts, 1-800 watts	39.50
	100 oven	11 $\frac{1}{2}$ x10 $\frac{1}{2}$ x12		4.50
	(Element: Chromel A, Nichrome IV)			
Drake Elec. Works 3943 Lincoln Ave. Chicago, Ill.	Drake—403 hot plate	8 $\frac{1}{2}$ in. round nickel	1 open	5.00
	(Element: Nichrome IV)			
Edison Elec. Appliance Co. 5600 W. Taylor St. Chicago, Ill.	Hotpoint 116G9 grill 5 utensils	Nickel	1-550 watts, open	9.85
	Hotpoint 116G10 grill 5 utensils with toaster rack	Nickel	2-660 watts, open	13.50
	Hotpoint 114D14 disc stove	4 in. round disc nickel	1-400 watts, closed	6.50
	Hotpoint 40101 disc stove	6 in. round disc nickel	1-600 watts, closed	6.50
	Hotpoint 40102 disc stove	6 in. round disc nickel	1-600 watts, closed, 3-heat	8.50
	Hotpoint 40104 disc stove	8 in. round disc nickel	1-950 watts, closed, 3-heat	11.75
	Hotpoint 116D29 table stove	6x6 in., white enamel	1-550 watts, open	4.00 3.00 extra
	Hotpoint 131D31 hotplate	12x12 in., nickel	1-1,000 watts, open, 3-heat	19.00
	Hotpoint 135D31 hotplate	12x12 in., nickel	1-1,000 watts, closed, calrod 3-heat	22.00
Electrahot Mfg. Co. 525 S. 4 St. Minneapolis, Minn.	Electrahot D-30 hotplate	17 $\frac{1}{2}$ x8 in., aluminum finish	2-600 watts, open, 1-heat	7.00
	Electrahot D30-3 hotplate	17 $\frac{1}{2}$ x8 in., aluminum finish	2-600 watts, open, 3-heat	10.00
	Electrahot S-28 hotplate	8x8 in., aluminum finish	1-600 watts, open, 1-heat	4.00
	Electrahot S-28-3 hotplate	8x8 in., aluminum finish	1-600 watts, open, 3-heat	5.50
	Electrahot S-25 hotplate	6 $\frac{1}{2}$ x6 $\frac{1}{2}$ in., aluminum finish	1-600 watts, open, 1-heat	3.00
	(Nichrome, Nichrome IV, Chromel A. C.)			
Fitzgerald Mfg. Co. Torrington, Conn.	Star Rite—545 grill 5 utensils	Round nickel	1-open	5.95
	Kitchen Plates 825 826 827			5.00 5.50 4.50—3.50
	(Element: Nichrome)			
Florence Stove Co. Park Square Bldg., Boston, Mass.	Florence Boiler and Hot Plate	11 $\frac{1}{2}$ x11 $\frac{1}{2}$ in., steel Top-porcelain	800 watts Broiler 660	16.50
Foldex Mfg. Corp. 1435 Franklin St. Detroit, Mich.	Foldex hotplate	8 $\frac{1}{2}$ x8 in.	1 burner, 3-heat 2 burner, 3-heat	8.25 12.75
Great Northern Products Co. 17-19 E. Austin Ave., Chicago, Ill.	E-35, Grill	Nickel finish	550 watts	1.45
	E-80, Stove	Black finish	1,100 watts	4.00
	E-80-N, Stove	Nickel finish	1,100 watts	4.75
	E-82, Stove	Black finish	600 watts	2.50
	E-82-N, Stove	Nickel finish	600 watts	2.75
	E-90, Grill	Nickel finish	550 watts	2.35
	E-1700, Stove	Enameled steel	600 watts	1.35
Griswold Mfg. Co. Eric, Pa.	Griswold—51 hotplate	11 $\frac{1}{2}$ x12 $\frac{1}{2}$ in., nickel	1-1,200 watts, closed, 3-heat, pilot light	25.50
	Griswold—151 hotplate	11 $\frac{1}{2}$ x12 $\frac{1}{2}$ in., gray enamel	1-1,200 watts, open, 3-heat	10.00
	Griswold—101 hotplate	8 $\frac{1}{2}$ x8 $\frac{1}{2}$ in., nickel or gray enamel	1-750 watts, open, 3-heat	6.00
	Griswold—410 Toaster-grill	8 $\frac{1}{2}$ x10 $\frac{1}{2}$ in., Nickel, blue or green enamel	660 watts 3-heat, pilot light	43.50
	Griswold—510 Toaster-grill	9 $\frac{1}{2}$ in. square Nickel, blue or green enamel	900 watts 3-heat pilot light	68.00

Manufacturer	Trade Name and Model	Cooking Surface and Finish	Heating Units and Control	Retail Price
Hot Glow Elec. Mfg. Co. 1511 Niagara St. Buffalo, N. Y.	Hot Glow—11 hotplate	11x11 in., nickel or black enamel	1-500 to 1,000 watts, open, 3-heat	8.50 black 7.75
	Hot Glow—12 hotplate	24x11 in., nickel or black enamel	2-500 to 1,000 watts, open, 3-heat	15.00 black 14.00
	Hot Glow—13 hotplate	36x11 in., nickel or black enamel	3-500 to 1,000 watts, open, 3-heat	22.00 black 20.50
	Hot Glow—18 hotplate	17x9 in., nickel or black enamel	2-550 watts, open, 3-heat	12.00 black 11.00
	Hot Glow—9 $\frac{1}{2}$ hotplate	9 in., round, nickel or black enamel	1-660 watts, open, 3-heat	6.50 black 6.00
	Hot Glow—9 hotplate	9 in., round, nickel or black enamel	1-660 watts, open, 1-heat	4.50 black 4.00
	(Element: Chrome A)			
O. S. Keene Machine Co., Anderson, Ind.	E-Z Pan Cake Grill	12"		3.75
Knapp Monarch Company St. Louis, Mo.	Therm-a-Hot 900—Grill	Nickel	500 watts	2.50
	Therm-a-Hot 350—Grill	Nickel	500 watts	1.60
	Therm-a-Hot 800—Hot Plate	17 $\frac{1}{2}$ x8 $\frac{1}{2}$ in., black	1100 watts	4.50
	Therm-a-Hot 800 N—Hot Plate	17 $\frac{1}{2}$ x8 $\frac{1}{2}$ in., Nickel	1100 watts	5.00
	Therm-a-Hot 820	8 $\frac{1}{2}$ x8 $\frac{1}{2}$ in., black	550 watts	2.75
	Therm-a-Hot 820 N	8 $\frac{1}{2}$ x8 $\frac{1}{2}$ in., nickel	550 watts	3.00
Landers, Frary and Clark New Britain, Conn.	Universal—E9861 hotplate with handle	6 $\frac{1}{2}$ x6 $\frac{1}{2}$ in., nickel	1-660 watts, open	4.00
	Universal—E986 hotplate with handle	6 in., round nickel	1-550 watts, open	3.25
	Universal—E9862 table stove	6 $\frac{1}{2}$ in. nickel	1-660 watts	8.50
	Universal—E9197 hotplate	6 in., nickel	1-600 watts, open, 4-heat	6.50
	Universal—E988 table stove 6 utensils	6 $\frac{1}{2}$ x6 $\frac{1}{2}$ in., nickel	1-650 watts, open, 3-heat	15.00
	Universal—E9894 table stove 5 utensils	7 $\frac{1}{2}$ in., round, nickel	1-650 watts, open, 3-heat	12.75
	Universal—E995 table stove	4 $\frac{1}{2}$ in., round, disc, nickel	1-400 watts, closed	4.00
	Universal—E9960 hot plate	6 in., round disc, nickel	1-550 watts, closed	5.50
	Universal—E997 hot plate	6 in., round disc, nickel	1-550 watts, closed, 2-heat plug control	6.00
	Universal—E9980 hot plate with tray	6 in., round disc, nickel	1-550 watts, closed, 2-heat plug control	7.00
	Universal—E9510, griddle with cover	10 in., round, nickel	1-660 watts, closed, 1-heat in cord	16.00
	Universal—E9511, griddle without cover	10 in., round, nickel	1-660 watts, closed, 1-heat in cord	13.00
	Universal—E940, chafar	3-pint capacity or copper nickel plated	1-420 watts, 2-heat	17.50 copper 19.25
	Universal—E-842 chafar	3-pint cap. Butler silver	1-420 watts, 2-heat	26.50
	Universal—E-9350 nickel-plated	Waffle iron, griddle and sandwich toaster combination, nickel	660 watts	18.00
	Universal—E-933	Combination corn popper, table stove	625 watts	5.00
	Universal—E9280, chafar	3-pint capacity nickel or copper, plain	1-420 watts, 2-heat	14.50 copper 16.00
	Universal—E9404, chafar set, fork spoon and tray	3-pint capacity nickel or copper paneled	1-420 watts, 2-heat	26.50 copper 28.75
	Universal—E98502, chafar set, tray	3-pint capacity nickel, plain	1-550 watts, closed, 2-heat	18.60
	Universal—E9890, chafar with separable stove	3-pint capacity nickel, plain	1-550 watts, closed, 2-heat	17.00
A. J. Lindemann & Hoverson Co. Milwaukee, Wis.	L.&H. Electric —516 hotplate	11x11 in., gray porcelain	1-660 watts, open, 3-heat	13.00
	L.&H. Electric —518 hotplate	11x11 in., gray porcelain	1-1250 watts, open, 3-heat	14.00
	L.&H. Electric —302 table stove	7 $\frac{1}{2}$ x7 $\frac{1}{2}$ in., Aluminum 5 utensils	1-660 watts, open, 3-heat	14.00

Grills, Table Stoves and Hotplates—Continued

Appliance

Manufacturer	Trade Name and Model	Cooking Surface and Finish	Heating Units and Control	Retail Price
The Made-Rite Mfg. Co., Sandusky, Ohio				
<i>Made-Rite</i>				
1925.....	5½x6½ in. Tin. Coated Metal.....			\$.75
1721T.....	5½x6½ in. Tin Coated Metal.....			1.00
1720.....	5½x6½ in. Tin Coated Metal and Toaster Attachment.....			1.50
1721.....	5½x6½ in. Nickel Plated.....			1.50
Maifestable Iron Range Co., Beaver Dam, Wis.				
	Monarch—E P-1-A hotplate	10x10 in., white enamel and nickel	1-660 watts, open, 3-heat	
	E P-2-A hotplate	10x20 in., white enamel and nickel	2-1000 watts, open, 3-heat	
	E P-3-A hotplate	10x30 in., white enamel and nickel	2-1000 watts, 1-1500 watts, open, 3-heat	
	E P-4-A hotplate	Nickel frame	1-660 watts, open	
<i>(Elements: Chromel A)</i>				
Manning-Bowman & Co., Meriden, Conn.				
	Manning-Bowman—25 table stove	6 in., round disc. nickel	1-550 watts closed, 3-heat	9.25
<i>(Elements: Chromel C and Nichrome)</i>				
Metal Ware Corp., Two Rivers, Wis.				
	Empire—S-41	8x8x5½ in.	1-660 watts	2.00
	Empire—S-42	8x17½x5½ in.	2-660 watts	5.00
	Empire—S-50	4½ in. round disc, nickel	1-400 watts, closed	3.50
	Empire—S-62	11½ in. round, nickel and aluminum	1-600 watts, closed	10.00
	Empire—S-52	11½x5½ in., nickel	1-550 watts, open	2.50
	grill and toaster stove			
<i>(Elements: Nichrome and Nichrome IV)</i>				
Metropolitan Mfg. & Electric Co., 1160 Chatham Ct., Chicago, Ill.				
	Metro—44 hotplate	Aluminum	1-660 watts, open, 1-heat in cord	3.50
	Peerless—30 Grill	Nickel	1-550 watts, open	1.30
National Stamping and Elec. Works, 9212 W. Lake St., Chicago, Ill.				
	White cross—237 hotplate	20x10½ in., nickel	2-550 watts, open, 2-heat	9.00
	White Cross—99 hotplate	9x9 in., black	1-550 watts, open, 2-heat	3.50
	White Cross—101 hotplate	27x9 in., black	3-550 watts, open, 1-heat	8.00
	White Cross—238 hotplate	8½ in. round nickel	1-550 watts, open	2.50
	White Cross—239 hotplate	7x6½ in., nickel and black	1-470 watts, open	1.40
	White Cross—199 hotplate	9x9 in., black	1-550 watt	1.50
Newday Products, 3285 Chadbourne Rd., Cleveland, Ohio				
	Newday Combination barbecue, broiler, toaster, cooker	8x20 in. polished cast aluminum	2-660 watt 3-heat	17.75
Proctor & Schwartz Elec. Co., Seventh and Tabor Rd., Philadelphia, Pa.				
	Proctor—701 Hotplate	7 in. round, Nickel	1-500 watts, 2.50, West Open of Rockies, 2.75	
	Proctor—601 Hotplate	Nickel	1-500 watts, 3.25, West open of Rockies, 3.60	
	Proctor—401-J Hotplate	18x8½ in. black	2-500 watts, 6.45, West open, 1-heat of Rockies, 7.45	
	Proctor—402 Hotplate	18x8½ in. black	1-520—1-800 8.45, Wat open, 3-heat of Rockies 9.45	
	Proctor—403 Hotplate	18x8½ white and black enamel	2-500 watts, 8.85, West open, 1-heat of Rockies 9.85	
	Proctor—044 Hotplate	18x8½ in. white and black enamel	1-520—1-800 10.65 West open, 3-heat of Rockies 11.65	
<i>(Elements: Nichrome IV, and Chromel A)</i>				
The Prometheus Electric Corp., 360 W. 13th St., New York City				
	Prometheus, table stove	Vitreous porcelain	2-1,250 watts open, 3-heat	13.50
Rite-Hete Appliances, Inc., Minneapolis, Minn.				
	Rite-Hete—Hotplate with Toaster rack	8 in. round, aluminum	1-enclosed 3-heat	12.00
	Rite Hete hotplate with toaster rack	8-in. round aluminum	1, closed 3-heat	9.00
<i>(Element: Nichrome)</i>				
Robeson Rochester Corp., Rochester, N. Y.				
	Royal Rochester—E-6316 table stove	6 in. round, nickel	1-closed, 3-heat	9.50
<i>(Element: Chromel A and Nichrome IV)</i>				
Rock Island Mfg. Co., Rock Island, Ill.				
	71A Junior Stove			2.75
	74A Junior Stove with Handle			3.00
	64A Disc Stove			9.00
	121A Square Stove		1-heat	3.60
	121A Square Stove		2-heat	4.75
	132A Duplex Stove		1-heat	5.50
	1132A Duplex Stove		2-heat	7.50

Manufacturer	Trade Name and Model	Cooking Surface and Finish	Heating Units and Control	Retail Price
Rogers Electric Laboratories Co., Cleveland, Ohio				
	Quality 301 hotplate	Colored handles and cord	1-660 watt	\$3.50
	Quality 302 pancake	Optional with		2.25
	Twin Heat 309 hotplate	alum. griddle	2-500 watt	5.00
	Electro 306 hotplate		1-500 watt	2.25
Rutenber Electric Co., Marion, Ind.				
	(See Adv. 3rd Cover)			
	Marion—25	7x7 in., porcelain enamel	1-550 watts,	2.75
	Marion—26 hotplate	11x11 in., aluminum	1-1000 watts, open, 3-heat	11.00
	Marion—26 hotplate	11x11 in., aluminum	1-880 watts, open, 3-heat	10.50
	Marion—27 hotplate	10x10 in., aluminum	1-660 watts, open, 3-heat	10.00
	Marion—207 table stove, 4 utensils	7x7 in., nickel	1-660 watts, open, 3-heat	12.50
	Marion—208 table stove	7x7 in., nickel	1-660 watts, open	4.50
Serelco, Inc., 420 Lexington Ave., New York City				
	Jiffy Boiler	Enam. nickel or unenameled	1-1320 watt 2-heat	50.00 up
<i>(Elements: Nichrome and Chromalox)</i>				
Simplex Division, Edison Electric App. Co., 5600 West Taylor St., Chicago, Ill.				
	Simplex—811 D-50 Twin Hotplate	18x9 in. black japan	2-550 watts	6.90
Standard Electric Stove Co., 1714 N. 12th St., Toledo, Ohio				
	Standard—20 griddle	9 in., round	1-660 watts, 3-heat	15.00
	Standard—25 griddle	11 in., round	1-900 watts, 3-heat	18.50
	Standard—30 hotplate	11x11 in., nickel	1-1500 watts, open or 1-1200 watt closed, 3-heat	12.50
	Standard—31 hotplate	9x9 in., black enamel	1-800 watts, open, 1-heat	7.00
	Standard—51 hotplate	28x9 in., black enamel	3-800 watts, open, 3-heat	18.00
	Standard—40	11x21 in.	2-1500 watts, 3-heat	20.00
	Standard—40S Laundry Stove	11x21 in. 26 in. high	2-1500 watts, 3-heat	25.00
	Standard—41	9x17 in.	2-800 watts, 3-heat	13.50
	Standard—40L Dom. Science Plate	11x21 in.	2-1500 watts	32.00
	Standard—60 Griddle	14x25 in.	3000 watts, 6-heat	40.00
	Standard—61	11½x13½ in.	1500 watts, 3 heat	25.00
<i>(Elements: Chromel A and Nichrome IV)</i>				
Superior Electric Products Co., 1300 S. 13th St., St. Louis, Mo				
	Superior—51 table stove	8½x8½ in., nickel	1-open, 1-heat	2.75
	Superior—51X table stove	8½x8½ in., nickel	1-open, 3-heat	3.25
	Superior—51B table stove	8½x8½ in., black	1-open, 1-heat	2.50
	Superior—51BX table stove	8½x8½ in., black	1-open, 3-heat	3.00
	Superior—52 table stove	18x8½ in., nickel	2-open, 1-heat	6.50
	Superior—52X table stove	18x8½ in., nickel	2-open, 3-heat	8.50
	Superior—52B table stove	18x8½ in., black	2-open, 1-heat	5.50
	Superior—52BX table stove	18x8½ in., black	2-open, 3-heat	7.50
	Superior—10 table stove	6½x5½ in., nickel	1-open	1.10
	Superior—25 table stove	8½x8½ in., nickel	1-open	1.75
	Superior—25-B table stove	8½x8½ in., black	1-open	1.50
	Superior 53 table stove	8½x8½ in.	2 open, 2 heat	6.00
	Superior 53B table stove	8½x8½ in.	2 open, 2-heat	4.75
Swartzbaugh Mfg. Co., Toledo, Ohio				
	Everhot—T-2 table stove	18½x11½ in. overall, nickel	Max. 600 watts open, 2-heat	6.00
	Everhot—T-3 table stove	18½x11½ in. overall, nickel	2-560 watts, 1100 total open, 3-heat	10.00
	Everhot—S-1 table stove	5½ in. burner round, with handle, nickel	1-660 watts, open	3.75
	Everhot—S-3 table stove	5½ in. burner round, with handle, nickel	1-660 watts, open, 3-heat	5.50
	Everhot—Special	5½ in. burner round, nickel and black enamel	1-660 watts, open, permanent cord	2.50
	Everhot—L-81 Hot plate	12x13 in., overall, black enameled	1-1100 watts, open, 3-heat	8.50

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Grills, Griddles, Table Stoves—Continued

Manufacturer	Trade Name and Model	Cooking Surface and Finish	Heating Units and Control	Retail Price
Swartzbaugh Mfg. Co.—Continued	Everhot—L-81E hot plate	12x13 in., overall, black enamel	1-1100 watts, closed, 3-heat	\$12.50
	Everhot—L-82 hot plate	12x22 in., overall, black enamel	Max. 2-1100 watts, open, 3-heat	15.00
	Everhot—L-82E hot plate	12x22 in., overall, black enamel	Max. 2-110 watts, 1-open, 1 closed, 3-heat	20.00
	Everhot—L-22 hot plate	12x22 in., overall, black enamel	Max. 2-2200 watts, heavy duty, open, 3-heat	18.00
	Everhot—L-22E hot plate	12x22 in., overall, black enamel	Max. 2-2200 watts, heavy duty closed, 3-heat	25.00
	Everhot—G-12 Griddle	12x22 in., overall, black enamel	1100 watts, 3-heat	15.00
	Everhot—G-22 Griddle	12x22 in., overall, black enamel	2200 watts, 3-heat	32.50
Utility Electric Co., 620 Tower Grove Ave., St. Louis, Mo.	711, Beauty Stove	6 in. color and nickel	1-550 watts, open	1.65
	815, Beauty Grid	8 in. black	1-600 watts, closed	2.50
	250, Utility Stove	8 in. nickel	1-1,100 watts, open, 3-heat	6.50
	1250 Efficiency Stove	8 in. nickel	2-600 watts, open, 3-heat	12.50
	1655 Commercial Stove	8 in. nickel	2-1,100 watts, open, 3-heat	16.50

Manufacturer	Trade Name and Model	Cooking Surface and Finish	Heating Units and Control	Retail Price
Utility Electric Co.—Continued	101, Red Top	8 in. chromium	2-1,100 watts, closed, 3-heat	\$25.00
	1250, Duo-Grill Toaster and Grill	8 in. aluminum alloy	10.50
<i>(Elements: Nichrome IV.)</i>				
A. H. Waage 112 Chambers St. New York, N. Y.	Waage—D-5 table stove	5 in. round disc, aluminum	1-500 watts, closed, 3-heat plug control	5.00
	Waage—D-6 table stove	6 in. round disc, aluminum	1-600 watts, closed, 3-heat plug control	6.00
	Waage—D-7 table stove	7 in. round disc, aluminum	1-660 watts, closed, 3-heat plug control	8.00
	Waage—D-8 table stove	8 in. round disc, aluminum	1-750 watts, closed, 3-heat plug control	10.00
	Waage—D.D.-7 table stove	2-7 in., round disc, stoves on one base	2-660 watts, closed, 3-heat plug control	15.00
	Waage—DD-8	2-8 in. on one base	20.00
<i>(Elements: Nichrome IV.)</i>				
Walker & Pratt Mfg. Co., 31-35 Union St. Boston, Mass.	Crawford—1-E or B hotplate	14x14 in., E-gray enamel or B-black-Japan	1-1000 watts, open, 3-heat	E-20.00 B-15.50
	Crawford—2-E or B hotplate	23x14 in., E-gray enamel or B-black-Japan	1-1000 watts, open 3-heat	E-33.00 B-26.50
<i>(See Adv. P. 23)</i>				
White Beauty Electric Co., 4416 No. Western Ave., Chicago, Ill.	White Beauty 244	5x6 in., sheet tin, not plated	1.25

Hair Driers

Manufacturer	Trade Name, Model and Type	Special Features	Retail Price
Arnold Electric Company, Racine, Wis.			
Arnold	Hand Type, Hot and Cold	Nickeled, with Rubberoid Handle	\$13.75
Bobbett Electric Manufacturing Company, 4307 Cottage Grove Ave., Chicago, Ill.			
<i>Therapeutic</i>			
350, 351 and 352; Hand-Lamp Type; 128 watt, 115-120 v.	8-in. Aluminum Bowl, Clear Lamp	Blue Lamp, 5.50 Red Lamp, 6.00	4.50
353, 354 and 355; Hand-Lamp, 200-260 watt, 115-120 v.	8-in. Aluminum Bowl, Clear Lamp	Blue Lamp, 6.50 Red Lamp, 7.00	5.50
<i>(See Adv. P. 184)</i>			
	362 Folding Floor Stand	6.50
Chicago Flexible Shaft Co., Roosevelt Rd. & Central Ave., Chicago, Ill.			
D70 Heater and Dryer	6.50
Electare Co., 636 Church St., Evanston, Ill.			
<i>Electare</i>			
Hot Blast, Hand Type with Wall Mounting	May be used as Hand Dryer	17.50
Eastern Laboratories, Inc., 225 E. 38th Street, N. Y. C.			
E-75 Marvel Fastdry Dryer	(With 5 Lights)	110.00
E-72 Marvel Super Hair Dryer	Single Arm	115.00
D-71 Marvel Super Hair Dryer	Double Arm	127.00
The Electric Manufacturing Company, 27 Thames Street, New York City			
<i>Solar</i>			
Hand, with Hot and Cold Blast, A.C. or D.C.	Aluminum Case	14.00
Fitzgerald Manufacturing Company, Torrington, Conn.			
<i>Star-Rite</i>			
502; Hand with Hot and Cold Blast, A.C. or D.C.	Removable Heating Element, Rose-wood Handle	9.00
P. A. Geier Company, Cleveland, Ohio			
<i>Royal "Therm-Air"</i>			
Hand, with Hot and Cold Blast	Switch Under Blower Nozzle, Vaporizer Attachment	22.00
	Dresser Stand, Floor Stand	4.00 7.50
A. C. Gilbert Company, New Haven, Conn.			
<i>Polar Cub</i>			
B 92—Hot Blast Blower Type	Gray and colored handles	4.95

Manufacturer	Trade Name, Model and Type	Special Features	Retail Price
Halliwel-Shelton Electric Corporation, 115 Fourth Avenue, New York City			
<i>Halliwel-Shelton</i>			
54, Hand Type, Hot and Cold	Black Finish	With Case	\$26.00 27.50
<i>Pedestal Type</i>			
E 42	100.00
E 43, With Double Arm Attachment	117.50
E 50, Aluminum	115.00
E 51, Aluminum, with Double Arm Attachment	127.50
J 44	75.50
<i>Lamp Hair Driers</i>			
500 "Jiffe Jax", without Helmet	62.50
501 "Jiffe Jax", with Helmet	69.50
200 "Spee Jax"	95.00
175	125.00
<i>Pedestal Type, Gas & Electric</i>			
G 45	100.00
G 46 with Double Arm Attachment	117.50
G 53 All Aluminum	115.00
G 54 with Double Arm Attachment	127.50
Hamilton Beach Manufacturing Company, Racine, Wis.			
<i>Hamilton Beach</i>			
4, Hand, Hot Blast, A.C. or D.C.	Ivory finish	9.75
3, Hand, with Hot and Cold Blast, A.C. or D.C.	Ivory, Old Rose, Orchid and Robin's Egg Blue	With Stand	12.75 14.00
2, Hand, with Hot and Cold Blast, A.C. or D.C.	Aluminum Case	16.50
	Denver & West 50c. Extra
National Stamping & Electric Works, 3212 West Lake Street, Chicago, Ill.			
<i>White Cross</i>			
41, Hand, with Hot and Cold Blast	Wood Handle, Black Finish	15.00
Racine Universal Motor Company, Racine, Wis.			
<i>Race</i>			
Hand with Hot and Cold Blast	15.00
Sanitax Electric Company, 303-4th Ave., New York City			
<i>Foen</i>			
Hand, with Hot and Cold Blast	14.50
	Dresser Stand, Floor Stand	2.00 6.50
Ward Manufacturing Company, 937 Wellington Avenue, Chicago, Ill.			
<i>Ward</i>			
Swivel Hair-Drying Comb	Ivory Finish	4.00
	Ebony Finish	4.00
	Denver and West 50c. extra.

Health Lamps

(See Also Page 139)

Manufacturer	Trade Name and Model Number	Type	Height	Adjustment, Control	Crated, Weight	Retail Price
The Apollo Mfg. Co., 10512 Western Ave., Cleveland, Ohio						
	Apollo Sun Lamp	Twin Carbon Arc	Adjust. 23" to 52"	Semi-auto. inherent shut-off	14	\$59.50
Beasley-Eastman Laboratories, Inc., 1304 Harper Ave., Detroit, Mich.						
	Life-Lite T	Twin carbon arc	Table or wall	Dial selective time control	38.50

Health Lamps—Continued

Appliance

Manufacturer	Trade Name and Model Number	Type	Height	Adjustment, Control	Crated, Weight	Retail Price
Beck-Lee Corp. 1219 W. Van Buren St. Chicago, Ill.	Sun-Rival No. 10	Vertical twin carbon arc	Table or wall	Manual adjust. time control	12½	\$32.50
	Sun-Rival No. 11	Vertical twin carbon arc	Adjust. to 70"	Manual adjust. time control	26½	45.00
	Sun-Rival No. 30 (Foolproof)	Vertical twin carbon arc	Table	Manual adjust. time control	17½	45.00
	Sun-Rival No. 31 (Foolproof)	Vertical twin carbon arc	Adjust. to 70"	Manual adjust. time control	29½	57.50
	Sun-Rival No. 40	Vertical twin carbon arc	Table	Manual adjust. time control	17½	37.50
	Sun-Rival No. 41	Vertical twin carbon arc	Adjust. to 70"	Manual adjust. time control	29½	50.00
	Sun-Rival No. 50	Vertical twin carbon arc	Adjust. to 72"	Auto. adjust. time control opt.	73	129.50
Charles A. Branstion, Inc. 297 Washington St. Buffalo, N. Y.	Sun-Rival No. 20	Infra-Red	Adjust. to 70"	Switch	24	25.00
	Bran Sun—4	Carbon arc	(Table model)	Automatic carbon adjust.	9	32.50
	Bran Sun—5	Carbon arc	24" to 68"	Automatic carbon adjust.	17	45.00
	Bran Sun—6	Twin carbon arc		Automatic, constant timing device		52.50
	Bran Sun—8	Twin carbon arc	24 to 68	Automatic, constant current timing device		65.00
Britesun, Inc. 3735-39 Belmont Ave. Chicago, Ill.	Bran Sun—12	Twin carbon arc	30 to 72"	Automatic, constant current timing device		160.00
Britesun, Inc. 3735-39 Belmont Ave. Chicago, Ill.	Britesun Sunshine Lamp A-66	Ultra-violet sun lamp (Table model)		Wire screen, 10 carbons, goggles		42.50
	Britesun Sunshine Lamp A-67	Ultra-violet sun lamp (Stand model)		Wire screen, 10 carbons, goggles		57.50
	Britesun Automatic Ultra-violet Lamp A-120	Ultra-violet sun lamp		Glass screen, 10 12" carbons, goggles		125.00
	Britesun Junior Infra-red hand Lamp A-32	Infra-red lamp (hand model)		400 watt metal generator		12.50
	Britesun Junior Infra-red Stand Lamp A-35	Infra-red lamp (stand lamp)		400 watt metal generator		22.50
	Britesun Infra-red Clamp Lamp A-42	Infra-red lamp (clamp model)		500 watt metal generator, special clamp		15.00
	Britesun Infra-red Stand Lamp A-52	Infra-red lamp		500 watt metal element, adjustable to any position		27.50
	Britesun Radiant Stand Lamp A-50	Therapeutic lamp		260 watt carbon bulb		25.00
Chicago Flexible Shaft Co., Roosevelt Road and Central Ave., Chicago, Ill.	DS1	Sunbeam Safe Health Lamp Carbon arc	Table type		Screen door	39.50
	DG1	Sunbeam Safe Health Lamp Carbon arc	Table type		Glass door	44.50
	DS2	Sunbeam Safe Health Lamp Carbon arc	Floor type		Screen door	48.50
	DG2	Sunbeam Safe Health Lamp Carbon arc	Floor type		Glass door	53.50
	WS1	Sunbeam Safe Health Lamp Carbon arc	Table type		Screen door	47.50
	WG1	Sunbeam Safe Health Lamp Carbon arc	Table type		Glass door	41.00
	WS2	Sunbeam Safe Health Lamp Carbon arc	Floor type		Screen door	45.00
	WG2	Sunbeam Safe Health Lamp Carbon arc	Floor type		Glass door	48.00
	RS1	Sunbeam Safe Health Lamp Carbon arc	Table type		Screen door	65.00
	RG1	Sunbeam Safe Health Lamp Carbon arc	Table type		Glass door	68.75
	RS2	Sunbeam Safe Health Lamp Carbon arc	Floor type		Screen door	74.50
	RG2	Sunbeam Safe Health Lamp Carbon arc	Floor type		Glass door	78.25
Cincinnati Automatic Machine Co., Oakley, Cincinnati, Ohio	Carboray—A	Twin arc	Adjustable	Manual carbon adjust., time control optional	31	89.50
Cooper Hewitt Electric Co., Hoboken, N. J. (See Adv. P. 187)	Uviarc	Mercury-quartz *for A.C. or D.C. models	Adjustable	Manual		98.00*
Cruver Mfg. Co. 2460 W. Jackson Chicago, Ill.	Vital-Arc Model A	Single carbon arc	Table model	A.C. or D.C.—U.V. & I.R.—hand adjustable	12	80.00
	Vital-Arc Model B	Single carbon arc	26" to 52"	A.C. or D.C.—U.V. & I.R.—hand adjustable	25	90.00
	Vital-Arc Model C	Single carbon arc	26" to 52"	A.C. or D.C.—U.V. & I.R.—hand adjustable	20	45.00
	Vital-Arc Model D	Single carbon arc	24" to 48"	A.C. transformer—hand adj.	65	125.00
Diamond Appliance Co. South Bend, Ind.	Diamond Table Model	Twin carbon arc		Adjustable		34.75
					With Pedestal	42.75
Ever-Sun Arc Lamp Co. 4550 Fulton St., Chicago, Ill.	Ever-Sun Model A	Carbon arc	Adjustable	Manual control		50.00
Fisher & Company, H. G., Inc. 2323-2337 Wabansia Ave. Chicago, Ill.	Patients' Model	Twin carbon arc	Adjustable	Semi-automatic carbon adjust.	21	48.50
	Physicians' Model					59.50
Fitzgerald Mfg. Co. Torrington, Conn. (See Adv. P. 34)	Star-Rite	Carbon arc	Floor			50.00
	Star-Rite	Carbon arc	Floor			29.50
Joseph Gelb 250 W. 54th St. New York, N. Y.	Spectro Sunshine Health—A	Twin carbon arc	Adjustable	Automatic carbon adjust., special timer Portable in a suitcase	Under 100	225.50
	Spectro Sunshine Health—AA	Twin carbon arc	Adjustable		Under 100	200.00
	Spectro Sunshine Health—B	Twin carbon arc	Adjustable		Under 100	135.00
	Spectro Sunshine Health—DD	Twin carbon arc	Adjustable		Under 100	95.00
	Spectro Sunshine Health—D	Twin carbon arc	Adjustable		Under 100	85.00
	Spectro Sunshine in a Suitcase	Twin carbon arc	Adjustable		Under 100	65.00
	Spectro Infra-Red Unit	Unit	Adjustable		Under 100	85.00
Graybar Elec. Co. Lexington Ave. & 43rd St. New York City (See Adv. P. 11)	Graybar Sunshine Health Lamp	Double carbon arc	19½"	Automatic	24	49.50 East of Rockies 52.50 West of Rockies
Hanovia Chemical & Mfg. Co. Chestnut St. at N. J. R.R. Ave. Newark, N. J.	Home Model Alpine Sun Lamp Luxor	Quartz-Mercury		D.C. or A.C. Table Model		109.00
		Quartz-Mercury		D.C. Stand Model		300.00
Hurley Machine Co. 22nd St. and 54th Ave., Chicago, Ill. (See Adv. P. 44-45)	Thor Double Benefit Health Lamp	Pedestal	Adjustable 35" to 60"	Automatic	23	49.50
				(Combination of Ultra Violet Rays and Infra-Red Rays)		
Interstate Electric Co. 4339 Duncan Ave., St. Louis, Mo.	Handy Sun	Carbon Arc	Adjustable	Time, adjustment, automatic carbon adjust.		49.50
						85.00 125.00

Manufacturer	Trade Name and Model Number	Type	Height	Adjustment, Control	Crated Weight	Retail Price
Knott & Garliss Co., Inc. 3945-3951 A St., Detroit, Mich.	Vita Ray Sunshine Generator	Pedestal	Carbon arc	Automatic	37	\$79.50
Paul E. Johnson, Inc. 1824 So. Albert St., Chicago, Ill.	Universal Sunlight—29	Vertical twin carbon arc	Table model 17½"	Manual carbon adjust. automatically extinguishes	11	37.50
	Universal Sunlight—291	Vertical twin carbon arc	Floor stand model 26-48"	Manual carbon adjust. automatically extinguishes	30	49.50
	Universal Sunlight—48	Vertical twin carbon arc	Table model 21½"	Manual carbon adjust. automatically extinguishes safety switch in hinged screen door and carbon hood	17	47.50
	Universal Sunlight—481	Vertical twin carbon arc	Floor stand model 26-48"	Manual carbon adjust. automatically extinguishes safety switch in hinged screen door and carbon hood	35	59.50
	Universal Sunlight—771	Vertical twin carbon arc	Floor stand model 48-80"	Manual carbon adjust. automatically extinguishes safety switch in hinged screen door and carbon hood	*	99.50
*Manually operated carbon adjustment, automatically extinguishes; safety switches in screen door and carbon hood. Combination with Infra Red (heat) generator; can be operated as either Infra Red or Ultra Violet Lamp or both in combination.						
Kny-Scheerer Corp. of America 10-14 W. 25th St. New York, N. Y.	Kayess—G-2000	Infra-Red	Up to 60"	Manual adjust., time control optional		150.00
	Kayess—G-2210	Mercury-Quartz (A.C.)*	Up to 60"	Manual adjust., time control optional		440.00
*D.C. model, \$315.						
Luckenbach & Hallberg, Inc., 112 West 42nd St., N. Y. C.	Super-Sun Lamp	Carbon arc	Minimum 58" Adjustable 11"		50	
National Carbon Company, Inc. 117th St. at Madison Ave. Cleveland, Ohio (See Adv. P. 167)	Eveready Sunshine—M-1	Twin carbon arc	Adjustable	Automatic carbon adjust., time control switch	100	137.50
	Eveready Sunshine—T-1	Single carbon tilting arc		Automatic carbon adjust., limited burning period	50	59.50
National Health Appliance Corp. 1676 N. Claremont Ave. Chicago, Ill.	Health Developer	Twin Carbon Arc		Table Model		32.50
	Health Developer	Twin Carbon Arc		Floor Model		39.50
	Health Developer	Infra-red Lamp		Table Model		14.85
	Health Developer	Infra-red Lamp		Floor Model		19.85
Perfex Electric Company 122-124 Southard Ave. Toledo, Ohio	Perfex Sun Lamp—A	Carbon arc	Adjustable	Manual control	55	85.00
	Perfex Sun Lamp—B	Carbon arc	Adjustable	Manual control	95	125.00
	Perfex Sun Lamp—C	Carbon arc	Adjustable	Manual control	37	45.00
	Perfex Sun Lamp—E	Carbon arc		Adj. manual control	200	275.00
	Perfex Sun Lamp—G	Carbon arc		Adj. manual control	22	35.00
	Perfex Sun Lamp—J	Carbon arc		Adj. manual control	200	225.00
	Perfex Infra-Red Lamp Model P				10	7.50
	Perfex Infra-Red Lamp Model W				25	15.00
Pflegler Mfg. Co., 347 Florida St., Milwaukee, Wis.	Senior Floor Lamp	Carbon arc	Adjustable	Manual Carbon adjust.		89.50
	Table Lamp	Carbon arc	Adjustable	Manual Carbon adjust.		69.50
	Junior Floor Lamp	Twin Carbon arc	Adjustable	Automatic Carbon adjust.		49.50
The Rauland Corporation, 3341 Belmont Ave., Chicago, Ill.	Table 30	Carbon arc		Automatic time control	9	29.50
	Floor 70	Carbon arc	Up to 72 in.	Automatic time control	22	39.50
Leo F. Robertson, Inc. 532 W. 22nd St. New York, N. Y.	Model J—Floor Stand	Twin Carbon arc	Adjustable	Semi-Automatic	38	60.00
	Model E—Table Stand	Twin Carbon arc	Adjustable	Semi-auto.	27	52.50
	Model D—Floor Stand	Twin Carbon arc	Adjustable	Full automatic	220	185.00
Sanitarium Equipment Co. Battle Creek, Mich.	Battle Creek Solar—R-40	Carbon arc	35" to 70"	Manual carbon adjust.	85	115.00
	Battle Creek Super Solar—S-3	Carbon arc	Up to 6'	Automatic carbon adjust.	175	250.00
	Battle Creek Veelite—V-3	Infra-Red	Up to 50"		35	35.00
	Battle Creek Mono—S-2	Carbon arc ceiling suspended	Counter balanced,	Automatic carbon adj.	120	190.00
	Battle Creek Multiplex—D-1	Carbon arc	Ceiling suspended	Automatic carbon adj.	145	215.00
	Battle Creek Sunarc—M-3	Carbon arc	60 to 50"	Automatic carbon adj.	255	300.00
	Battle Creek Cabinet Elec. Light Bath	Infra-Red	40x42x50"	Adjustable chair	500	475.00
Tower Mfg. Corp. 122 Brookline Ave. Boston, Mass.	Tower Sunshine	Arc	Pedestal or table			39.50
					Denver and West	42.50
					Canada	52.50
Utah Radio Products Co. 1737 S. Michigan Ave. Chicago, Ill.	Utah—U	Carbon arc	Table model adjustable	Manual carbon adjust.	17½	35.00
	Utah—T	Carbon arc	Floor stand adjustable	Manual carbon adjust.	24	43.00
U. V. R. Laboratories 419 4th Avenue New York, N. Y.	Home Sun Lampette	Quartz mercury	D.C. cabinet 12½x9½x12½"		15	D.C. 100.00
					24	A.C. 150.00
	Home Sun Lamp	Quartz mercury	Transformer cabinet 20½x14x32"		60	D.C. 200.00
					80	A.C. 240.00
M. J. Wohl & Co., Inc. 40th Ave. at 10th St. Long Island City, N. Y.	Clinical Sun, PDP	Carbon Arc	Adjustable Stand	Requires chain-pull every 3-4 mins.	25	65.00
	Clinical Sun, PDA	Carbon Arc	Adjustable Stand	Automatic carbon adjust.	28	85.00
	Tourist Sunshine Lamp, TS	Carbon Arc	Portable (Collapsible stand \$11 extra)		7	39.00

Heaters, Portable and Stationary

Manufacturer	Trade Name and Model	Type	Dimensions Height, Length, Depth, Inches	Consumption, Watts	Voltage	Control	Finish	Retail Price
Acme Electric Heat. Co. 1217 Washington St Boston, Mass.	Sun Rose—606	Portable radiant	12½ copper bowl	600	110	Detachable cord	Mahogany duco	\$6.00
	Acme—Series A	Portable convection	12x27	1500, 3000 and 4500	110 or 220	1 or 3-heat switch	Aluminum or gold	25.00 to 45.00
	Acme—Series B	Floor type convection	23x27	3,000 to 12,000	110 or 220	1, 3 or 6-heat switch	Aluminum or bronze	45.00 to 112.00
	Acme—Series C	Portable convection	10x23	800 or 1200	110 or 220	1 or 3-heat switch	Aluminum or gold	20.00 to 28.00
	Acme—Series D	Wall insert	10x30	1500	110 or 220	3-heat	Bronze or aluminum	50.00
	Acme—Series D	Wall insert	30x18	3000	110 or 220	3-heat	Bronze or aluminum	65.00
	Acme—Series E	Portable steam	38x26x20	1000 to 2700 (Elements: Acme)	110 or 220	3-heat switch	Bronze or aluminum	45.00 to 60.00

Heaters, Portable and Stationary—Continued

Appliance

Manufacturer	Trade Name and Model	Type	Dimensions Height, Length, Depth, Inches	Con- sumption, Watts	Voltage	Control	Finish	Retail Price
Adams Bros. Mfg. Co. 1500 West North Ave., Pittsburgh, Pa.	Adams Cheerful—13-E	Wall insert	18x14	1300 (Element: Chromel A)	110 or 220	1-heat switch	White porcelain enamel—and colors to match tile	\$25.00
Anderson-Pitt Corp. 209 Goodrich Place Kansas City, Mo.	Anderson-Pitt—612 C	Portable radiant	12-in. coppered bowl	660	110-120	None	Colored enamel Chromium Plated	7.50
	Anderson-Pitt—914 C	Portable radiant	14-in. coppered bowl	1000	110-120	None	Colored enamel Chromium Plated	10.00
	Anderson-Pitt—2914 C	Portable radiant	14-in. coppered bowl	1000	220	None	Buff enamel	10.50
	Anderson-Pitt—A-612 C	Portable radiant	12-in. bowl on adjustable high stand (Elements: Chromel A, Nichrome IV)	660	110-120	None	Chromium plated	19.50
H. A. Bame 101 Park Ave New York, N. Y. (U. S. agent for Berry's, Ltd.)	Magicoal—3	Fire effect only	Grate widths: 17, 20, 24, 27	80-200	110-220		Half polished or black	\$78.00, \$84.00, 95.00, 105.00
	Magicoal—7	Fire effect only	Grate widths: 20, 24	160-200	110-220		Half polished, an- tique brass, Adam ornaments	98.00, 103.00
	Magicoal—4	Fire effect only	Grate widths: 17, 20, 24, 27 21	80-200	110-220		Wrought iron, half polished or black	70.00, 76.00 82.00, 88.00
	Jacobean—4A, 5A, 6A	Fire effect only	Grate widths: 16, 20 24	80-120	110-220		Antique steel	85.00, 95.00 105.00
	Georgian—1A, 2A, 3A	Fire effect only	Grate widths: 17½, 21½, 25½	80-120	110-220		Plated steel	120.00, 140.00 160.00
	Sunblaze	Heat and fire effect	Grate widths: 15, 18	600-3000	110-220		Brass, polished steel	55.00, 85.00
	Jacobean— 44, 55, 66, 77	Heat and fire effect	Grate widths: 16, 20, 24, 28	600, 1000, 3,000 special	110-220		Wrought iron, an- tique	*125.00, 135.00 *145.00, 155.00
	Georgian—1, 2, 3	Heat and fire effect	Grate widths: 17½, 21½, 25½	600, 1000, 3000, special	110-220		Plated steel	*160.00, 180.00 *200.00
	Tudor Rose—203	Heat and fire effect	Grate width: 23	600, 1000, 3,000, special	110-220		Steel armour	*335.00
	Adam—8	Heat and fire effect	Grate width: 30	600, 1000, 3000, special	110-220		Plated steel	*255.00
	Queen Ann—11 9 in. outfit (no grate included)	Heat and fire effect	Grate width: For 12-15 in. grate	600, 1000, 80	110-220		Plated steel (Coal and elec. equip.)	*295.00 42.00
	12 in. outfit (no grate included)	Fire effect only	For 15-18 in. grate	120			(Coal and elec. equip.)	46.00
	15 in. outfit (no grate included)	Fire effect only	For 18-21 in. grate	160			(Coal and elec. equip.)	50.00
	18 in. outfit (no grate included)	Fire effect only	For 21-24 in. grate	200			(Coal and elec. equip.)	54.00
*If no heat or fire back desired, deduct \$40.00.								
Bay Ridge Specialty Co. 682 Stokes Ave. Trenton, N. J.	R—23	Wall	9x9x4	660	110	Switch	China case, chrome reflector	35.00
Beardsley & Wolcott Mfg. Co. Waterbury, Conn.	Torrid—H-084	Portable convection	14-in. cylinder, 10-in. dia.	660	110	1-heat switch in plug	All brass	10.00
	Torrid—H-075	Portable convection	14-in. cylinder, 10-in. dia.	660	110	None	Brass and Gun metal	9.00
	Torrid—H-016	Portable radiant	12-in. copper bowl	660	110	None	Bronze	4.50
Bossert Corp. Utica, N. Y.	Bossert Duplex	Portable Convection	18½x13½	660-1000	110	Two heat switch	Polished brass, nickel, lacquered	10.00
	Bossert De Luxe	Portable radiant	14 in. copper bowl (Elements: Bossert)	660	110-115	None	Olive green lacquer, polished copper	
Buffalo Gas Radiator Corp. N. Tonawanda, N. Y.	Niagara—90	Portable convection	12x24x6½	900	100 or 220	3-heat switch	Furniture steel	25.00
	Niagara—150	Portable convection	12x28x6½	1500	110 or 220	3-heat switch	Furniture steel	30.00
	Niagara—200	Portable convection	12x28x6½	2000	110 or 220	3-heat switch	Furniture steel	35.00
	Niagara—62	Portable convection	20x18x7½	900	110 or 120	3-heat switch	Cast iron radiators	40.00
	Niagara—81	steam radiator Portable convection	20x23x4½	1000	100 or 220	3-heat switch	Cast iron radiators	45.00
	Niagara—82	steam radiator Portable convection	20x23x7½	1330	110 or 220	3-heat switch	Cast iron radiators	50.00
	Niagara—102	steam radiator Portable convection	20x28x7½	1670	110 or 220	3-heat switch	Cast iron radiators	55.00
	Niagara—103	steam radiator Portable convection	22x28x9	2000	110 or 220	3-heat switch	Cast iron radiators	70.00
	Niagara—143	steam radiator Portable convection	22x38x9	3000	100 or 220	3-heat switch	Cast iron radiators	90.00
	Niagara—203	steam radiator Portable convection	22x53x9	4000	110 or 220	3-heat switch	Cast iron radiators	125.00
Cannon Oiler Company Keithsburg, Ill.	Dual-Purpose Heater	Corrugated reflecting heater	10½-in. copper plated	660	110		Enamelled	1.50
	Dual-Purpose Heater	Corrugated reflecting heater	10½-in. copper plated	660	220		Enamelled	2.00
Carmean Electric Co. 1609 E. 9th St. Kansas City, Mo.	Carmean—1A	Portable convec- tion, fan circulation	16x13x9	3600	220	Switch for fan or heat independent	Statuary bronze	38.00
	Carmean—4A	Portable fan circulation	14½-in. height	1320	110	Switch for fan or heat independent	Statuary bronze	28.00
(Elements: National, Harris)								
Central Flatiron Mfg. Co. Johnson City, N. Y.	Durable—151	Portable radiant	14x14 copper cove type	1000	110	None	Black	12.50
	Durable—150	Portable radiant	14x12 copper cove type (Elements: Nichrome; Nichrome IV)	660	110	None	Black	10.00

Manufacturer	Trade Name and Model	Type	Dimensions Height, Length, Depth, Inches	Con- sumption, Watts	Voltage	Control	Finish	Retail Price
Chicago Electric Mfg. Co. 2801-35 S. Halsted St. Chicago, Ill.	Handy Hot—Z-50G	Portable radiant	12½-in. copper plated bowl	1000 bayonet element	110		Green, gold, black enamel finish	\$5.00
	Handy Hot—Z-50R	Portable Radiant	12½-in. copper plated bowl	1000 bayonet element	110		Red, gold, black enamel finish	5.00
	Handy Hot—Z-38	Portable radiant	12½-in. copper plated bowl	1000 bayonet element	110	No controlling switch, cord attached direct	Blue, White, gold plastic finish	5.65
	Handy Hot—Z-39	Portable radiant	12½-in. copper plated bowl	1000 bayonet element	110		Pink, white, gold, French plastic finish	5.65
	Handy Hot—Z-51	Portable radiant	12½-in. chromium plated bowl	1000 bayonet element	110		Red, gold, black, enamel finish	10.00
	Handy Hot—Z-47	Portable radiant	11½-in. copper plated bowl	645 bayonet element	110		Indian red or Nile green finish	2.75
Ev'ryday Elec. Co. Marion, Ind.	Ev'ryday—106-B	Portable radiant	12½-in. bowl	600 (Elements: Nichrome)	110	None	Two Tone	3.70
Cincinnati Victor Co. 712 Reading Rd. Cincinnati, Ohio	Victor—1	Portable radiant	11½-in. copper bowl	550	110	None	Green and colors	2.00
	Victor—1A	Portable radiant	11½-in. copper bowl	550	110	None	Green and colors	2.35
	Cincinnati—2	Portable radiant	11½-in. copper bowl	550	110	None	Bronze and colors	3.00
	Cincinnati—2A	Portable radiant	11½-in. copper bowl	550	110	None	Bronze and colors	3.35
	Safe-Glo—5	Portable radiant	11½-in. copper bowl	550	110	None	Bronze and colors	3.75
	Safe-Glo—6	Portable radiant	11½-in. copper bowl	550	110	None	Bronze and colors	3.25
	Imperator—4	Portable radiant	13½-in. copper bowl	600 (Elements: Chromel A; Chromel C)	110	None	Bronze and colors	7.50
Cochrane-Detroit Co. Stephenson Building, Detroit, Mich.	Cochrane	Portable radiant	8" high					
Colonial Fireplace Co. 4611 Roosevelt Road Chicago, Ill.	Glo-Hot	Fireplace grate with coals	22x24x12	2000 1500 1000	110 or 220	2-circuit switch heat and light	Black, steel, Japan bronze or old brass	65.00 to 105.00
		Glo-bar unit						
Cook Electric Heating Co. 717 Frankfort Ave. Cleveland, Ohio	Cook—1	Portable convection	15x20x3½	1000	110	1-heat switch	Aluminum	35.00
	Cook—2	Portable convection	15x20x3½	2000	220	3-heat switch	Aluminum	50.00
	Cook—3	Portable convection	19x24x4	3000	220	3-heat switch	Aluminum	65.00
	Cook—4	Portable convection	19x24x4	4000	220	3-heat switch	Aluminum	75.00
	Garage Heater	Portable convection	8x18	1000	110	1-heat switch	Aluminum	25.00
Delta Products Mfg. Co. Bryan, Ohio	Delta—700	Portable radiant	Copper bowl				Pine tree crinkle finish	
Dominion Elec. Mfg. Co. 712-22 Ontario Ave., W. Minneapolis, Minn.	Domino Deluxe—60	Portable radiant	13-in. copper bowl		110	None	Cream bronze	5.00
	Domino De Luxe Twin Unit—60-2B	Portable radiant	13-in. copper bowl		110	None	Cream bronze	7.50
	Justrite—59	Portable radiant	10½-in. copper bowl		110	None	Cream bronze	3.50
	Domino—58	Portable convection	12½x9		110	None	Nickel	7.50
	Safety Heater—57	Portable radiant	13-in. copper bowl Chromium bowl \$1.00 extra		110		Cream bronze	6.00
						(Elements: C/romel A, @ic/rome I E)		
Double Heat Elec. Heater Co., 33 W. 42 St. New York, N. Y.	Double-Heat—1	Portable convection Conduction and radiant	14-in. copper bowl	660	HO, 220 or 32	None	Brown and maroon	12.00
						(Element: Nichrome)		
Eagle Electric Mfg. Co. 59 Hall St. Brooklyn, N. Y.	Eagle Gloheater—500	Portable radiant	12 in. copper	660	110-120	None	Brown enamel	4.25
Edison Electric Appliance Co. 5600 W. Taylor St. Chicago, Ill.	Hotpoint							
	Alhambra 156-A-15	Portable radiant	14	660	100, 110, 120, 200, 220, 240		Tangrae	8.50
	Valencia—146-A-40	Portable radiant	14	660	100, 110, 120, 200, 220, 240		Fairway green	7.00
	Villa—116-A-50	Portable radiant	11	660	100, 110, 120, 200, 220, 240		Aristook gray	4.95
	Granada—116-A-51	Portable radiant	12	660	100, 110, 120, 200, 220, 240		Rendezvous gray	7.50
	Ramona—119-A-51	Portable radiant	12 Chromeplate	660	100, 110, 120, 200, 220, 240		Biarritz green	9.50
	Barcelona—110-A-52	Portable radiant	14	1000	100, 110, 120, 200, 220, 240		Mahogany	10.00
	Barcelona—119-A-52	Portable radiant	14 Chromeplate	1000	100, 110, 120, 200, 220, 240		Mahogany	12.50
	Madrid—110-A-56	Portable radiant	14	1000	100, 110, 120, 200, 220, 240		Pedestal base	11.50
	332-A-35	Wall insert		2000	105, 115, 125			38.00
	333-A-35	Wall insert		3000	105, 115, 125			48.00
	334-A-35	Wall insert		4000	105, 115, 125			60.00
	335-A-35	Wall insert		5000	105, 115, 125			72.00
	336-A-35	Wall insert		6000	105, 115, 125			85.00
	133-A-36	Fireplace		3200	105, 115, 125			75.00
	232-A-38	Non-radiant		2000	105, 115, 125		Mahogany	42.00
	233-A-38	Non-radiant		3000	105, 115, 125		Mahogany	55.00
	235-A-38	Non-radiant		5000	105, 115, 125		Mahogany	75.00
	242-A-38	Non-radiant		2000	105, 115, 125		Green	45.00
	243-A-38	Non-radiant		3000	105, 115, 125		Green	58.50
	245-A-38	Non-radiant		5000	105, 115, 125		Green	80.00
	252-A-38	Non-radiant		2000	105, 115, 125		Tan	45.00
	253-A-38	Non-radiant		3000	105, 115, 125		Tan	58.50
	255-A-38	Non-radiant		5000	105, 115, 125		Tan	80.00
	262-A-38	Non-radiant		2000	105, 115, 125		Blue	45.00
	263-A-38	Non-radiant		3000	105, 115, 125		Blue	58.50
	265-A-38	Non-radiant		5000	105, 115, 125		Blue	80.00
	211-A-39	Wall insert		1200	105, 115, 125			23.50
	212-A-39	Wall insert		2000	105, 115, 125			30.00
	122-A-43	Radiant		3000	115 or 230			32.00
	123-A-43	Radiant		1320	115 or 230			37.50
	111-A-44	Portable Radiant		1000	115 or 230			13.00
	111-A-49	Portable Radiant		660	115 or 230			16.00
	116-A-49	Portable Radiant		660	115 or 230			16.00
	122-A-80	Non-Radiant		2000	105-115-125			36.00
	123-A-80	Non-Radiant		3000	105-115-125			45.00
	125-A-80	Non-Radiant		5000	105-115-125			63.00

Heaters, Portable and Stationary—Continued

Appliance

Manufacturer	Trade Name and Model	Type	Dimensions Height, Length, Depth, Inches	Con- sumption, Watts	Voltage	Control	Finish	Retail Price
Electrohot Mfg. Co. 525 S. 4th St. Minneapolis, Minn.	Electrohot—E-60	Portable radiant	12½-in. copper bowl		110	None	Gray enamel	\$5.00
(Element: Nichrome IV)								
Electric Heating & Mfg. Co. 600 Harrison St. Seattle, Washington	10A11-10A12 15A11-15A12 18A11-18A12	Wall insert Wall insert Wall insert	18½"x14"x4" 18½"x14"x4" 18½"x14"x4"	1000 watts 1500 watts 1800 watts	110 or 220 110 or 220 110 or 220		Statuary bronze	30.00 30.00 30.00
	20A-22 25A-22 30A-22 35A-32 40A-32 50A-42 60A-52 70A-62 80A-72	Wall insert Wall insert Wall insert Wall insert Wall insert Wall insert Wall insert Wall insert Wall insert	18½"x22"x4" 18½"x22"x4" 18½"x22"x4" 18½"x30"x4" 18½"x30"x4" 18½"x38"x4" 18½"x46"x4" 18½"x54"x4" 18½"x62"x4"	2000 watts 2500 watts 3000 watts 3500 watts 4000 watts 5000 watts 6000 watts 7000 watts 8000 watts	220 220 220 220 220 220 220 220 220		Statuary bronze	32.00 36.00 40.00 46.00 52.00 62.50 75.00 87.50 100.00
	10B 11-10B 12 15B 21-15B 22 20B 21-20B 22	Wall insert Wall insert Wall insert	18½"x7½"x4" 18½"x11"x4" 18½"x11"x4"	1000 watts 1500 watts 2000 watts	110 or 220 110 or 220 110 or 220		White enamel White enamel White enamel	23.50 30.00 30.00
Electric Steam Radiator Co., 513 Stewart St. Seattle, Wash.	Corto and Electro Vapor	Portable steam	Standard cast iron radiator sizes	1500, 2500, 3500	120-240	3-heat switch	Enamel	55.00 65.00 75.00
Everhot Electric & Mfg. Co. 116 Llewellyn St. Los Angeles, Cal.	Ready Heat, H—20 Ready Heat, H—30	Portable convection Portable convection	Dia. 10½ in. Dia. 13 in.	2000 3000	220 220	3-heat switch 3-heat switch	Grey enamel Grey enamel	18.50 22.50
(Element: Chromel A; Nichrome IV)								
Favorite Stove and Range Co. Piour, Ohio	Favorite	Portable radiant	12x13½x6	Globar unit	110	None	Statuary bronze	Not given
Fitzgerald Mfg. Co. Torrington, Conn.	Star-Rite—C-452	Portable radiant	14-in. copper bowl	630	110-120, 220-250	None	Green gold	6.50
(Element: Nichrome)								
A. C. Gilbert Co. New Haven, Conn.	Polar Cub—B100	Portable radiant	11 in. copper bowl	600	110	None	Burnished copper, black base	2.95
Gold Seal Electrical Co. Poughkeepsie, N. Y.	Gold Seal—25 Gold Seal—17	Portable radiant Bowl heater elements	14-in. copper bowl		110	None	Brown duco	5.50; west of Rockies, 6.00
(Element: Nichrome IV)								
Graybar Electric Co. Lexington Ave. & 43rd St. New York, N. Y. (See Adv. P. 11)	Graybar—5 Graybar—75	Portable radiant Portable radiant	10-in. copper bowl 14-in. copper bowl	550 640	110 110	None None	Radio bronze Radio bronze	4.75 7.50
(Element: Chromel A)								
Great Northern Products Co., 17-19 E. Austin Ave. Chicago, Ill.	E-30 E-60 E-65 E-510 E-512	Portable radiant Portable radiant Portable radiant Portable radiant Portable radiant	10-in. reflector 11-in. reflector 13-in. reflector 11½-in. reflector 12½-in. reflector					1.45 3.70 2.70 2.05 4.05
Hersh Electric Specialty Co., 3320 Fond du Lac Ave. Milwaukee, Wis.	Hersh Duplex—Log-324 Hersh Duplex—Log-321 Hersh Duplex—Log-318 Hersh Duplex—Log-918 Hersh Duplex—Log-718 Hersh Duplex—Log 721	Fireplace log—Light and heat Fireplace log Fireplace log—Light and heat Fireplace log Fireplace log Fireplace log	18½x24x12 18½x21x12 18½x18x12 18½x18x12 18½x18x12 18½x21x12	1,800 1,800 1,500 1,000 1,300 1,300	110 or 220 110 or 220 220 110 110 or 220 110-220	1-heat 1-heat 1-heat 1 heat 1-heat 1-heat	Natural log, Bakelite enamel Natural log Natural log Natural log Natural log Natural log	40.00 35.00 33.00 32.00 31.00 33.00
	1400-A 1402-A 1403-A 2700 2803 2804 2905 2906	Wall insert Wall insert Wall insert Wall insert Wall insert Wall insert Wall insert Wall insert	14½x15½x3½ 14½x15½x3½ 14½x15½x3½ 21½x15½x3½ 21½x27x3½ 21½x27x3½ 21½x38½x3½ 21½x38½x3½	650 1000 1300 2000 3000 4000 5000 6000	110 110 110 110-220 220 220 220 220	1-heat 1-heat 1-heat 2-heat 3-heat 3-heat 3-heat 3-heat	White enamel White enamel White enamel Porcelain enamel Hardware bronze Hardware bronze Hardware bronze Hardware bronze	15.00 17.50 17.50 27.50 52.50 55.00 77.50 80.00
(Element: Chromel A)								
Hot Glow Electric Mfg. Co., 1511 Niagara St. Buffalo, N. Y.	Hot Glow—7 Hot Glow—1 Hot Glow—2 Hot Glow—20 Hot Glow—30	Portable radiant Radiant Radiant Log Fireplace	13-in. copper bowl	550	110-120	None		6.00 14.00 12.00 34.00 34.00
Hynes & Cox Electric Corp., 406 N. Pearl St. Albany, N. Y.	Hynes & Cox	Wall insert	11x24	2,000	110, 220 or 440	1- or 3-heat switch	Black Japan, nickel or copper	Not given
(Elements: Nichrome, Nichrome IV)								
William H. Jackson Co. 2 W. 47th St. New York, N. Y.	Jackson	Wall insert Wall insert	15½x15½x3½ 13½x13½x4	1,000 or 2,000	110 or 220	None	Nickel or tile	30.00, 40.00, 50.00
(Element: Chromel A)								
Knapp Monarch Company, St. Louis, Mo.	Monarch—300 Therm-a-Hot—600 Therm-a-Hot—650	Portable radiant Portable radiant Portable radiant	10-in. copper 13-in. copper 11-in. copper	440 550 550	110-120 110-120 110-120	None None None	Baked enamel Green spatter and Pompeian bronze Green spatter and Pompeian bronze	1.60 4.00 3.00
Landerman-Cassels Mfg. Co., 55 W. 42 St. New York, N. Y.	Elektra-Steam	Portable steam	Various sizes	1250, 1500, 2000 or up	110	3-heat switch	Imitation wood or colored enamel	125.00 and up
(Element: Chromalox)								
Landers, Frary & Clark New Britain, Conn.	Universal—E-9954 Universal—E-9927 Universal—E-9910 Universal—E-9937	Portable radiant Portable radiant Portable radiant Portable radiant	14-in. copper bowl 12½-in. copper bowl 10-in. copper bowl 14-in. copper bowl	625 625 625 625	110 110 110 110	None None None None	Dark Bronze enamel Mahogany red French gray Stat. bronze	8.00 4.95 5.00 7.50

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Heaters, Portable and Stationary—Continued

Manufacturer	Trade Name and Model	Type	*Dimensions Height, Length, Depth, Inches	Con- sumption, Watts	Voltage	Control	Finish	Retail Price	
Landers, Frary & Clark, (Continued)	Universal—E9911	(Same as 9910 but finished in Ivory)			110			\$5.00	
	Universal—E9917	(Same as 9910 but finished in mahogany red)			110			5.00	
	Universal—E-7957	Portable radiant	14-in. chromium plate bowl		110		Stat. bronze green	10.00	
	Universal—7E-7937	Portable radiant	14-in. chromium bowl		110	None	Stat. bronze	9.00	
Lawson Mfg. Co. 300 Lexington Ave. Pittsburgh, Pa.	Lawson—205	Wall insert	14x15 (frame)	1,000			White and colored vitreous enamel	22.50,	
	Hot-Ray—14	Portable radiant	14x11½	1,000	110	None	Green vitreous enamel	colored, 25.50 9.50	
Lindemann & Hoverson Co., A. J. Milwaukee, Wis.	L. & H. Electrics—402	Portable radiant	14-in. square bowl, copper	630	110	None	Two-tone amber	9.00	
	L. & H. Electrics—403	Portable radiant	14-in. square bowl, copper	1,000	110	None	Two-tone amber	9.75	
	L. & H. Electrics—401	Portable radiant	12-in. square bowl, copper	630	110	None	Two-tone amber	7.00	
	L. & H. Electrics—400	Portable radiant	10-in. copper bowl	630	110	None	Two-tone amber	5.00	
	L. & H. Electrics—901	Portable convection	19x19½x7	1,000	115-125	3-heat switch	Mahogany porcelain	23.00	
	L. & H. Electrics—902	Portable convection	19x19½x7	2,000	115-125	3-heat switch	Mahogany porcelain	23.00	
	L. & H. Electrics—903	Portable convection	19x31x7	3,000	115-125	3-heat switch	Mahogany porcelain	35.00	
	L. & H. Electrics—911	Portable convection	19x19½x7	1,000	220-240	3-heat switch	Mahogany porcelain	23.00	
	L. & H. Electrics—912	Portable convection	19x19½x7	2,000	220-240	3-heat switch	Mahogany porcelain	23.00	
	L. & H. Electrics—913	Portable convection	19x31x7	3,000	220-240	3-heat switch	Mahogany porcelain	35.00	
	L. & H. Electrics—914	Portable convection	19x31x7	4,000	220-240	3-heat switch	Mahogany porcelain	35.00	
	L. & H. Electrics—915	Portable convection	19x42½x7	5,000	220-240	3-heat switch	Mahogany porcelain	50.00	
	L. & H. Electrics—916	Portable convection	19x42½x7	6,000	220-240	3-heat switch	Mahogany porcelain	50.00	
					(Elements: Chromel A)				
	Lynn Products Company, Lynn, Mass. (See Adv. P. 9)	Lynn	Portable radiator equipped with humidifier			1000			25.00
Majestic Electric Appli- ance Co. Inc. 2401 Chestnut St. Philadelphia, Pa. and 590 Folsom St., San Francisco, Calif.	Majestic—12-P	Portable convection	15½x13x7½	1,250	110	None	Black enamel and bronze	15.00	
	Majestic—15-P	Portable convection	15½x13x7½	1,500	110	None	Black enamel and bronze	17.75	
	Majestic—20-P	Portable convection	19x16½x8	2,000	230	3-heat switch	Nickel and Stat. bronze	42.50	
	Majestic—30-P	Portable convection	19x24½x8	3,000	230	3-heat switch	Nickel and stat. bronze	52.50	
	Majestic—40-P	Portable convection	19x30½x8	4,000	230	3-heat switch	Nickel and stat. bronze	62.50	
	Majestic—50-P	Portable convection	19x36½x8	5,000	230	3-heat switch	Nickel and stat. bronze	72.50	
	Majestic—60-P	Portable convection	19x36½x8	6,000	230	3-heat switch	Nickel and stat. bronze	82.50	
	Majestic—20-W	Wall insert	22½x16½x4	2,000	230	3-heat, no switch	Stat. bronze	42.50	
	Majestic—30-W	Wall insert	22½x25x4	3,000	230	3-heat, no switch	Stat. bronze	52.50	
	Majestic—40-W	Wall insert	22½x31½x4	4,000	230	3-heat, no switch	Stat. bronze	62.50	
	Majestic—50-W	Wall insert	22½x37½x4	5,000	230	3-heat, no switch	Stat. bronze	72.50	
	Majestic—60-W	Wall insert	22½x37½x4	6,000	230	3-heat, no switch	Stat. bronze	82.50	
	Majestic—20-WC	Wall insert	15½x25½x4½	2,000	230	1-heat switch	Bronze or ivory enamel	42.50	
	Majestic—30-WC	Wall insert	24½x24½x5½	3,000	230	3-heat switch	Bronze or ivory enamel	57.50	
	Majestic—10-B	Wall insert	15½x13½x3	1,000	115	1-heat switch	White enamel	25.00	
	Majestic—11-B	Wall insert	15½x13½x3	1,000	230	1-heat switch	White enamel	25.00	
	Majestic—20-B	Wall insert	22½x13½x3	2,000	115	1-heat switch	White enamel	30.00	
	Majestic—21-B	Wall insert	22½x13½x3	2,000	230	1-heat switch	White enamel	30.00	
	Majestic—20-H	Wall bracket	17x16½x8	2,000	230	3-heat switch	Nickel and stat. bronze	42.50	
	Majestic—30-H	Wall bracket	17x24½x8	3,000	230	3-heat switch	Nickel and stat. bronze	52.50	
	Majestic—40-H	Wall bracket	17x30½x8	4,000	230	3-heat switch	Nickel and stat. bronze	62.50	
	Majestic—50-H	Wall bracket	17x36½x8	5,000	230	3-heat switch	Nickel and stat. bronze	72.50	
	Majestic—60-H	Wall bracket	17x36½x8	6,000	220	3-heat switch	Nickel and stat. bronze	82.50	
	Majestic—50	Portable radiant	double shell 12½-in. copper bowl, double shell	615	110	None	Crystal brown	7.50	
	Majestic—60	Portable radiant	12½-in. copper bowl, double shell	1,000	110	None	Crystal brown	10.00	
	Majestic—70	Portable radiant	12½-in. bowl copperplated	1,000	110	None	Nile green	8.50	
	Majestic—71	Portable radiant	12½-in. bowl chromium plated	1,000	110	None	Nile green	10.50	
	Majestic—80	Portable radiant	12½-in. copper Bowl, double shell	1,000	110	None	Bronze	10.50	
	Majestic—81	Portable radiant	12½-in. chromium plated copper bowl double shell	1,000	110	None	Bronze	12.50	
Markel Electric Products, Inc. Buffalo, N. Y.	Markel Heetaires—10	Wall insert	14½x11	660	110	{ White, apple green, orchid Ivory, porcelain enamel }	15.00		
	Markel Heetaires—12	Wall insert	14½x11	1000	110		16.00		
	Markel Heetaires—18	Wall insert	14½x11	1000	220		16.00		
	Markel Heetaires—20	Wall insert	16½x16½	1320	110		22.50		
	Markel Heetaires—22	Wall insert	16½x16½	2000	110		24.50		
	Markel Heetaires—28	Wall insert	16½x16½	2000	220	{ Swedish iron or antique brass }	24.50		
	Markel Heetaires—50	Fire place	15½x25x15½	1320	110		73.00		
	Markel Heetaires—52	Fire place	15½x25x15½	2000	110		75.00		
	Markel Heetaires—58	Fire place	15½x25x15½	2000	220		75.00		

Heaters, Portable and Stationary—Continued

Appliance

Manufacturer	Trade Name and Model	Type	Dimensions Height, Length, Depth, Inches	Consumption, Watts	Voltage	Control	Finish	Retail Price
Metal Ware Corp. Two Rivers, Wis.	Empire—S-72	Portable radiant	12 in. copper bowl	660	110	None	Arabian bronze	\$5.00
(Elements: Nichrome; Nichrome IV)								
Metropolitan Mfg. & Electric Co. 1160 Chatham St. Chicago, Ill.	Meco—6	Portable radiant	12-in. copper bowl	600	110	None	Crystal	4.50
	Meco—9	Portable radiant	Fireplace type	660	110	None	Crystal	9.00
National Stamping & Electric Works 3212 W. Lake St. Chicago, Ill.	White Cross—232	Portable radiant	12-in. copper bowl	630	110	None	Green	4.50
Proctor & Schwartz Elec. Co. Seventh & Tabor Rd., Philadelphia, Pa.	Proctor Golden Glow—1101	Portable radiant	13-in. bowl	625	110	(See Adv. P. 35)	Bronze	4.65
	Proctor Golden Glow—1101-C	Portable radiant	13-in. bowl	625 (Element: Nichrome)	110		Lettuce green, orchid, ivory, rose	4.95
Prometheus Elec. Corp. 360 West 13th St. New York, N. Y.	Prometheus—361	Wall insert	17x12x4½	1,000	110 or 220	3-heat, no switch	White vitreous enamel	40.00; nickel trim, 45.00
	Prometheus—362	Wall insert	17x12x4½	2,000	110 or 220	3-heat, no switch	White vitreous enamel	50.00; nickel trim, 55.00
	Prometheus—350	Wall insert	15x15x3½	800	110 or 220	3-heat, no switch	White vitreous enamel	25.00; nickel trim, 30.00
	Prometheus—351	Wall insert	15x15x3½	1,500	110 or 220	3-heat, no switch	White vitreous enamel	30.00; nickel trim, 35.00
	Prometheus—331	Floor or wall bracket convection	14½x16x4	1,000	110 or 220	3-heat switch	Aluminum finish	40.00
	Prometheus—332	Floor or wall bracket convection	14½x16x4	2,000	110 or 220	3-heat switch	Aluminum finish	50.00
	Prometheus—315	Floor	13x6x5	800	110-220	1-heat switch	Gold, silver, colors	18.00
	Prometheus—321	Floor	20x12x7	1,000	110-220	1-heat switch	Gold, silver, colors	25.00
Rock Island Mfg. Co. Rock Island, Ill.	Rayflector—H-187	Bowl	16x13	660	110	1-heat	Green enamel	4.95
	Giant Rayflector—H-200	Bowl	19½x16	660	110	1-heat	Green enamel	6.95
	Twin-Heat Radiator—H-300	Cylinder	18	1000	110	2-heat	Burnished copper	12.00
(Elements: Chromel C; Nichrome II and III; Tophet C.)								
Rome Mfg. Co. Rome, N. Y.	Rome	Portable convection	18x10 cylinder	660	110	None	Copper nickel	10.00
	Rome	Portable radiant	14-in. copper bowl	660	110	None (Denver and West 50c. Extra)	Copper green	6.00
Rutenber Electric Co. Marion, Ind. (See Adv. 3rd Cover)	Marion—50	Portable radiant	13½-in. copper bowl	640	110	None	Maroon	7.50
	Marion—501-Junior	Portable radiant	12-in. copper bowl	640	32-110 or 220	None	Lacquer	5.00
	Marion—35-E	Portable convection		1,500	110 or 220	3-heat	Copper, nickel and black japan	20.00
	Marion—35-F	Portable convection		2,000	110 or 220	3-heat	Copper, nickel and black japan	22.00
	Marion—35-H	Portable convection		3,000	110 or 220	3-heat	Copper, nickel and black japan	25.00
Schleicher, Inc. Gary, Ind.	Slyker Konvektair—660	Wall	9x25x3	660	110		Walnut or ivory	14.50
	Slyker Konvektair—660S	Wall	9x25x3	660	110		Walnut or ivory	14.50
	Slyker Konvektair—1000	Wall	9x25x3	1,000	110		Walnut or ivory	14.50
	Slyker Konvektair—1000-S	Wall	9x25x3	1,000	110		Walnut or ivory	14.50
	Slyker Konvektair—1400	Wall insert	26½x11x17½	1,400	110		Walnut or ivory	35.00
	Slyker Konvektair—1200	Portable convection	20x22x12	1,200	110	3-heat switch	Enameled white or walnut wood effect	75.00
	Slyker Konvektair—2400-L	Portable convection	20x40x12	2,400	220	3-heat switch	Enameled white or walnut wood effect	95.00
	Slyker Konvektair—2400-H	Portable convection	32x22x12	2,200	220	3-heat switch	Enameled white or walnut wood effect	95.00
Seymour Products Co. Seymour, Conn.	Seymour	Portable convection	9x10-in. cylinder	660	110	None	Nickel plated	8.50
	Seymour	Portable convection	9x10-in. cylinder	660	110	None	Nickel plated	8.50
F. W. Shepler Stove Co. 1312 Sheffield St. Pittsburgh, Pa.	Radia—110PF	Portable	11x14x7	660	110	With and without	Nickel	Without Switch 10.00 With Switch 11.00
	Radia—120PF	Portable	11x14x7	660	220		Nickel	Without Switch 13.00 With Switch 14.00
	Radia—210PF	Portable	17x14x7	1,000	110		Nickel	Without Switch 15.00 With Switch 16.00
	Radia—220PF	Portable	17x14x7	1,000	220		Nickel	Without Switch 15.00 With Switch 16.00
	Radia—1210	Wall hang	13x14x3	660	110	Toggle	Enamel	Without Switch 17.50 With Switch 19.50
	Radia—1212	Wall hang	13x14x3	660	220	Toggle	Enamel	Without Switch 20.00 With Switch 22.00
	Radia—1220	Wall hang	13x14x3	1,000	110	Toggle	Enamel	Without Switch 20.00 With Switch 22.00
	Radia—1222	Wall hang	13x14x3	1,000	220	Toggle	Enamel	Without Switch 20.00 With Switch 22.00
	Radia—1110	Wall insert		660	110	Toggle	Enamel	Without Switch 15.00 With Switch 17.00
	Radia—1112	Wall insert	11½x11½x2½ insert box	660	220	Toggle	Enamel	Without Switch 17.50 With Switch 19.50
	Radia—1120	Wall insert		1,000	110	Toggle	Enamel	Without Switch 17.50 With Switch 19.50
	Radia—1122	Wall insert		1,000	220	Toggle	Enamel	Without Switch 17.50 With Switch 19.50
	Radia—660	Wall insert		660	110	Toggle	Enamel	Without Switch 22.00 With Switch 25.00
	Radia—1000	Wall insert	14x14x3 insert box	1,000	110	Toggle	Enamel	Without Switch 25.00 With Switch 28.00
	Radia—1020	Wall insert	14x14x3 insert box	1,000	220	Toggle	Enamel	Without Switch 2.00 With Switch 28.00
	Radia—1500	Wall insert	14x14x3 insert box	1,500	110	Toggle	Enamel	Without Switch 27.00 With Switch 30.00
	Radia—1520	Wall insert	14x14x3 insert box	1,500	220	Toggle	Enamel	Without Switch 27.00 With Switch 30.00
	Radia—1350	Wall insert	19x13½x3½ insert box	1,980	110	3-heat	Enamel	Without Switch 35.00 With Switch 39.00
	Radia—1352	Wall insert	19x13½x3½ insert box	1,980	220	3-heat	Enamel	Without Switch 35.00 With Switch 39.00
	Radia—018		18x19x8	660	110	Reciprocating	Natural log finish	36.50*
	Radia—122	Fire place	22x19x8	1,000	110	Reciprocating	Natural log finish	46.50*
	Radia—222	Elec. log	22x19x8	1,000	220	Reciprocating	Natural log finish	46.50*
	Radia—128		28x19x8	1,000	110	Reciprocating	Natural log finish	56.50*
	Radia—228		28x19x8	1,000	220	Reciprocating	Natural log finish	56.50*
*Prices include andirons; if not desired deduct \$10.00								
Simplex Division, Edison Elec. Appl. Co. 5600 W. Taylor St. Chicago, Ill.	Simplex Sunbowl—98	Portable radiant	14½-in. cop. bowl	630	105, 115, 125, 200, 220, 240	Detachable cord	Green and black spatter	7.50
	Simplex Sunbowl—97	Portable radiant	Copper bowl	630	105, 115, 125, 200, 220, 240	Attached cord	Red and black finish	7.00
	Simplex Sunbowl—819-A-54	Portable radiant	14½-in. chromeplate bowl	630	105, 115, 125, 200, 220, 240	Attached cord	Modernistic black and silver finish	9.00

Manufacturer	Trade Name and Model	Type	Dimensions Height, Length, Depth, Inches	Con- sumption, Watts	Voltage	Control	Finish	Retail Price
Simplex Division, Edison Elec. Appl. Co. —Continued	Simplex Sunbowl— 819-A-53	Portable radiant	14½-in. chromeplate bowl	1,000	105, 115, 125, Attached cord		Modernistic black and silver finish	\$10.50
	Simplex Sunbowl— Junior—96	Portable radiant	10-in. copper bowl	630	105, 115, 125, Attached cord 200, 220, 240		Atoll green finish	4.50
Sol Automatic Electric Steam Heater Co., 235½ Queen Anne Ave. Seattle, Wash.	Sol	Portable steam radiator	45 ft. of rad.	44 watts per ft. of rad.		Automatic Switch	Any desired	85.00
	Sol	Portable steam radiator	60 ft. of rad.	44 watts per ft. of rad.		Temperature Switch	Any desired	100.00
	So	Portable steam radiator	72 ft. of rad.	44 watts per ft. of rad. (Element: Tophet A)		Control Switch	Any desired	118.00
Standard Electric Stove Co. 1714 North 12th St. Toledo, Ohio	Standard—H-14	Portable radiant	18½x14x8	660-1,000	100, 110, 120, 130	I-heat	Olive green	10.00
Steinmetz Heating Co. 30 Church St. New York, N. Y.	Globar Steinmetz	Wall portable Fireplace log	18x17 13x20x11	1,000 or 1,500 1,000	110, 220 or 32 110-120	None None	White enamel Natural log color	25.00 20.00; west of Rockies, 25.00
	Pioneer	Electric grate	21-in.		110		Polychrome steel or silver	15.00
	Glo-Hot	Fireplace grate	24-in. wide	1,000-2,500	110-220		Steel, brass or bronze	87.50-140.00
Stoughton Mfg. Corp. Stoughton, Wis.	Hot Breeze—1	Portable open fan circulation	12x9x5	600	110	None	Nickel	6.00
	Hot Breeze—3	Portable convection	20x29x9 Art metal cabinet	3,000 watts	220	2-heat switch	Mahogany finish (baked enamel)	37.00
	Hot Breeze—4	Portable convection	20x29x9 Art metal cabinet	4,000 watts	220	2-heat switch	Mahogany finish (baked enamel)	43.00
	Hot Breeze—5	Portable convection	20x29x9 Art metal cabinet	5,000 watts	220	2-heat switch	Mahogany finish (baked enamel)	48.00
Strait & Richards Fabyan Place Newark, N. J.	Gloglog	Fireplace log	14x16x8	2,000		1-heat switch	Natural oak log finish	32.00
	Gloglog	Fireplace log	15x20x9	2,000		1-heat switch	Natural oak log finish	37.00
	Gloglog	Fireplace log	16x24x9	2,000		1-heat switch	Natural oak log finish	42.00
	Gloglog	Fireplace log	20x30x11	3,000		1-heat switch	Natural oak log finish	55.00
	Hearthlite Log	Fireplace log	20" and 25"	No heat		Flaming log effect		25.00 to 40.00
Superior Electric Products Corp., 1300-1310 S. 13th St. St. Louis, Mo.	Super Lectric—99	Combination porta- ble combination heater and hot plate	12½x8	1,210		Hotplate or heater can be used separately	Black japan, nickel	4.75
	Super Lectric—98	Portable drum heat	12½x8	660 (Elements: Nichrome)			Black japan, nickel	3.75
Universal Electric Log Co. 531 S. Peoria St. Chicago, Ill. (See Adv. P. 187)	Universal	Fireplace logs, and grates	12x18x9 (Log)	100	110 or 220	Switches	Natural oak, log finish,	Not given
			12x22x9 (Log)	500			andirons and grates	
			12x23x9 (Log)	1,000			Any finish	
			12x28x9	1,500				
	Kolog		12x28x9	1,500 (Elements: Nichrome)	110 or 220	Switches	Natural birch bark finish	
Utica Products, Inc. Utica, N. Y.	Utica	Portable convec- tion, radiant	18x10 cylinder	1,000	110	3-heat switch		15.00
	Utica	Portable convec- tion, radiant	18x10 cylinder	660	110	None	Antique gold, two tone peach, blue, green or orange combination	10.00
	Utica	Portable convec- tion, radiant	18x10 cylinder	1,000 (Elements: Nichrome IV)	110	None		12.50
Waage Electric Co. 5100 W. Ravenswood Ave. Chicago, Ill.	Sun Heat—130	Portable radiant	13½-in. copper bowl	660	110	None	Bronze	5.50
				(Element: Nichrome IV)				
Weir Electric Appliance Co., Oakland, Cal.	Weir Bath Room Heater	Insert, radiant and convection	19½x13½-in. grill	1,500	110-220	3-heat switch	White vitreous enamel (colors \$2.50 extra)	27.50
	Weir Junior Portable, J	Portable, radiant and convection	7x12x5	1,500	110-220	3-heat switch	Stat. bronze, gray, or colored enamels (colors 2.50 extra)	20.00 80.00, 85.00, 90.00
	Weir Fireplace Logs (L series)	Fireplace logs	Min. opening, 24x14x12	2,500, 3,000, 3,500 sizes	110-220	3-heat switch	Natural	100.00, 105.00, 110.00
	Weir Fireplace Logs (L series)	Fireplace logs	Min. opening, 32x14x12	4,000, 5,000, 6,000 sizes	220	3-heat switch	Natural	85.00, 90.00, 95.00
	Weir Andiron Heater (F series)	Fireplace insert	Min. opening, 18½x19½x8	2,500, 3,000, 3,500 sizes	110-220	3-heat switch	Solid Bronze	45.00, 47.50, 52.50
	Weir Insert (I series)	Insert, radiant and convection	19½x23½-in. grill	2,000, 2,500, 3,000 sizes	110-220	3-heat switch	Stat. bronze, (colors quoted)	65.00, 70.00, 80.00
	Weir Insert (I series)	Double Insert, radiant and convection	19½x42½x18½-in. grill	4,000, 5,000, 6,000	220	3-heat switch	Stat. bronze, (colors quoted)	45.00, 50.00, 60.00
	Weir Portable (P series)	Portable, radiant and convection	18½x20½x9½	2,500, 3,000, 3,500	110-220	3-heat switch	Stat. bronze, nickel	70.00, 75.00, 80.00
	Weir Portable (P series)	Heavy portable, radiant and con- vection	18½x37½x9½	4,000, 5,000, 6,000	220	3-heat switch	Stat. bronze, nickel	85.00, 90.00, 95.00
	Weir De Luxe Portable (D series)	Portable, radiant and convection	18½x19½x8	2,500, 3,000, 3,500 (Elements: Nichrome IV)	110-220	3-heat switch	Solid bronze casting	
Wesix, Incorporated 390 First St. San Francisco, Calif.	Wesix—15-FWE	Wall insert	20½x10x4	1500 or less	110-220	3-heat switch	White enamel	25.00
	Wesix—18-FWE	Wall insert	20½x10x4	1800	110-220	3-heat switch	White enamel	30.00
	Wesix—20-FWE	Wall insert	20½x14x4	2000	110-220	3-heat switch	White enamel	35.00
	Wesix—15-F	Wall insert	20½x10½x4	1500 or less	220	No switch	Dark stat. bronze	25.00
	Wesix—20-F	Wall insert	22½x16½x4	2000	220	No switch	Dark stat. bronze	40.00
	Wesix—30-F	Wall insert	22½x24½x4	3000	220	No switch	Dark stat. bronze	55.00
	Wesix—40-F	Wall insert	22½x30½x4	4000	220	No switch	Dark stat. bronze	67.50
	Wesix—50-F	Wall insert	22½x38½x4	5000	220	No switch	Dark stat. bronze	80.00
	Wesix—60-F	Wall insert	24x41½x4	6000	220	No switch	Dark stat. bronze	90.00
	Wesix—70-F	Wall insert	24x48½x4	7000	220	No switch	Dark stat. bronze	100.00
	Wesix—80-F	Wall insert	24x48½x4	8000	220	No switch	Dark stat. bronze	110.00
	Thermostats mounted in heaters \$30.00 extra.							
	Wesix—10-RC	Portable	17x12x7½	1250 or less	110-220	3-heat switch	Nickel	20.00
	Wesix—15-RC	Portable	17x12x7½	1500	110-220	3-heat switch	Nickel	25.00
	Wesix—20-RC	Portable	17x17x7½	2000	110-220	3-heat switch	Nickel	40.00
	Wesix—25-RC	Portable	17x17x7½	2500	220	3-heat switch	Nickel	45.00
	Wesix—30-RC	Portable	17x22x7½	3000	220	3-heat switch	Nickel	50.00

Heaters, Portable and Stationary—Continued

Appliance

Manufacturer	Trade Name and Model	Type	Dimensions Height, Length, Depth, Inches	Con- sumption, Watts	Voltage	Control	Finish	Retail Price
Wesix, Inc.—Continued								
	Wesix—40-RC	Portable	17x27x7½	4000	220	3-heat switch	Nickel	\$60.00
	Wesix—50-RC	Portable	17x33x7½	5000	220	3-heat switch	Nickel	70.00
	Wesix—60-RC	Portable	17x39x7½	6000	220	3-heat switch	Nickel	80.00
	Wesix—70-RC	Portable	17x45x7½	7000	220	3-heat switch	Nickel	90.00
	Wesix—80-RC	Portable	17x50x7½	8000	220	3-heat switch	Nickel	100.00
	Dark statuary bronze finish 10% additional.							
	Wesix—30-D DeLuxe	Fireplace	19x23½x7	3000	220	3-heat switch	Dark stat. bronze	175.00
	Wesix—50-FP DeLuxe	Fireplace	19x35½x7	5000	220	3-heat switch	Dark stat. bronze	200.00
	Wesix—30-FF	Floor type	12x30x18	3000	220	3-heat switch	Dark stat. bronze	75.00
	Wesix—50-FF	Floor type	12x36x18	5000	220	3-heat switch	Dark stat. bronze	90.00
	Wesix Centawatt—1½	Portable		1250 or less	110-220	Aluminum without switch		12.50
	Wesix Centawatt—1	Portable		1500	110-220	Aluminum with switch		15.00
	Wesix Centawatt—1½	Portable		1750	110-220	Aluminum with switch		17.50
	Wesix Centawatt—2	Portable		2000	110-220	Aluminum with switch		20.00
	Dark statuary bronze finish—\$2.50 extra.							
	Wesix—Special			3000	220	Dark bronze with switch		75.00
	Fireplace—30-FPS			3000	220	Dark bronze with switch		90.00
	Wesix—Special			3000	220	Dark bronze with switch		90.00
	Fireplace—40-FPS			5000	220	Dark bronze with switch		105.00
	Wesix—Special			5000	220	Dark bronze with switch		105.00
	Special—50-FP			5000	220	Dark bronze with switch		105.00
	Wesix—70-RC	Portable convection	17x45x7½	7,000	220	3-heat switch	Nickel	90.00
	Wesix—80-RC	Portable convection	17x50x7½	8,000	220	3-heat switch	Nickel	100.00
	Wesix—70-F	Wall insert	46½x22½x47½	220	220	3-heat switch	Nickel	100.00
	Wesix—80-F	Wall insert	46½x22½x47½	220	220	3-heat switch	Nickel	110.00
	Wesix—30-FP-DeLuxe	Fireplace	26-in. wide	3,000	220	3-heat switch	Stat. bronze	110.00
	Wesix—40-FP-DeLuxe	Fireplace	36-in. wide	4,000	220	3-heat switch	Stat. bronze	135.00
	Wesix—30-FPS	Fireplace	22-in. wide	3,000	220	3-heat switch	Stat. bronze	75.00
	Wesix—40-FPS	Fireplace	27-in. wide	4,000	220	3-heat switch	Stat. bronze	90.00
	Wesix—10 RC	Portable convection	17x12x7½	1,250	110	3-heat switch	Nickel	20.00
	Wesix—15-RC	Portable convection	17x12x7½	1,500	110 or 220	3-heat switch	Nickel	25.00
	Wesix—20-RC	Portable convection	17x17x7½	2,000	110 or 220	3-heat switch	Nickel	40.00
	Wesix—25-RC	Portable convection	17x17x7½	2,500	220	3-heat switch	Nickel	45.00
	Wesix—30-RC	Portable convection	17x22x7½	3,000	220	3-heat switch	Nickel	50.00
	Wesix—40-RC	Portable convection	17x27x7½	4,000	220	3-heat switch	Nickel	60.00
	Wesix—50-RC	Portable convection	17x33x7½	5,000	220	3-heat switch	Nickel	70.00
	Wesix—60-RC	Portable convection	17x39x7½	6,000	220	3-heat switch	Nickel	80.00
Westinghouse Electric & Mfg. Co., Mansfield, Ohio								
	Focal Heat Cozy Glow	Portable radiant	14-in. chrome plated bowl	1,000	110 or 220	None	Bronze finish	10.00
	Portable Room Heater	Portable radiant and convection		1,250	110 or 220	Gravity protection	Bronze finish	12.50
	DeLuxe Cozy Glow	Portable radiant	12-in. copper plated bowl	660	110-220	None	Decorated stat. bronze	7.50
	Circle W Cozy Glow	Portable radiant	12-in. copper plated bowl	660	110-220	None	Stat. bronze	7.50
	Solar Glow Bathroom	Wall insert	17½x15 x4½	1,200	110 or 220	1-heat switch	White enamel	25.00
	Solar Glow Bathroom Single	Wall insert	17½x15 x4½	1,500	110 or 220	3-heat switch	White enamel	Unit, 14.00 Wall box, 3.50 Frame, 10.00
	Solar Glow Bathroom Double	Wall insert	17½x15 x4½	1,750	110 or 220	3-heat switch	White enamel	Unit, 15.00 Wall box, 3.50 Frame, 10.00
	Solar Glow Bathroom Double	Wall insert	17½x26¼x4½	2-1,500	110 or 220	2 3-heat switches	White enamel	Each unit, 14.00 Wall box, 7.00 Frame, 20.00
	Solar Glow Bathroom Double	Wall insert	17½x26¼x4½	2-1,750	110 or 220	2 3-heat switches	White enamel	Each unit, 15.00 Wall box, 7.00 Frame, 20.00
	Solar Glow, Room Type Single	Wall insert	17½x15 x4½	1,500	110 or 220	3-heat switch	Bronze	Unit, 14.00 Wall box, 3.50 Frame, 6.50
	Solar Glow, Room Type Single	Wall insert	17½x15 x4½	1,750	110 or 220	3-heat switch	Bronze	Unit, 15.00 Wall box, 3.50 Frame, 6.50
	Solar Glow, Room Type Double	Wall insert	17½x26¼x4½	2-1,500	110 or 220	2 3-heat switches	Bronze	Each unit, 14.00 Wall box, 7.00 Frame, 12.50
	Solar Glow, Room Type Double	Wall insert	17 x26¼x4½	1,750	110 or 220	2 3-heat switches	Bronze	Each unit, 15.00 Wall box, 7.00 Frame, 12.50

Heating Pads

Trade Name and Model	Size and Cover	Heat Control	Retail Price	Trade Name and Model	Size and Cover	Heat Control	Retail Price
Beardsley & Wolcott Mfg. Co., Waterbury, Conn.				Central Flatiron Manufacturing Company, Johnson City, N. Y.			
Torrid				Betsy Ross			
A-17 Safety	9x12 in. peach, blue, pink, white, eiderdown cover, safety fuses.....	1-heat switch.....	\$5.50	1214.....	Old rose and gray.....	3-heat switch.....	\$6.50
A-38 Safety	12x15 in., peach, blue, pink, white, eiderdown cover, safety fuses.....	3-heat.....	7.95	1216.....	(Element: Nichrome and Nichrome IV)	3-heat switch.....	7.50
Bersted Mfg. Co., 5201 West 65th St., Chicago, Ill.				Chicago Flexible Shaft Co., Roosevelt Rd. and Central Ave., Chicago, Ill.			
Bersted 50.....	12x15 in.....	3-heat.....	7.50	No. H581.....	Wet Proof Heating Pad.....		9.50
(Element: Nichrome)				Dominion Electrical Mfg. Co., 712-22 Ontario Avenue, West, Minneapolis, Minn.			
Bobbett Electric Manufacturing Company, 4307 Cottage Grove Ave., Chicago, Ill.				Dominion			
Bobbett				603.....	12x15 in.....	3-heat.....	5.00
Unexcelled A	12x15 in.....	3-heat.....	7.50	604.....	12x15 in.....	3-heat.....	5.50
B	9x12 in.....	1-heat.....	5.00	(Element: Chromel A and Nichrome IV)			
"Double Action" Electric Co., Grand Rapids, Mich.				690—Heat Master..	12x15 in.....	3-heat.....	5.95
Drake Electric Works, 3943 Lincoln Avenue, Chicago, Ill.				West of Rockies			
Drake 4				12x15 in.....			
				3-heat.....			
				6.00			

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Heating Pads, Continued

Trade Name and Model	Size and Cover	Heat Control	Retail Price
Eagle Electric Manufacturing Company, 59 Hall Street, Brooklyn, N. Y.			
350.....	12x15 in. tan cover, cord attached.....	3-heat.....	\$6.50
351.....	12x15 in. tan cover, cord attached.....	1-heat.....	4.50
352.....	12x15 in. tan and brown check.....	1-heat.....	3.50
Edison Electric Appliance Co., 5600 West Taylor St., Chicago, Ill.			
114-Q-7.....	9x11 in., gray eiderdown.....	1-heat.....	5.00
133-Q-7.....	7½x12 in., gray eiderdown.....	3-heat.....	6.50
136-Q-7.....	12x15 in., gray, apricot, rose, turquoise, eiderdown.....	3-heat.....	8.00
136-Q-8.....	11x14 in., green and white.....	3-heat.....	5.95
136-S-7.....	12x15 in., siltine blue silk.....	3-heat.....	12.50
136-Q-10.....	12x15 in., dec. eiderdown.....	3-heat.....	9.00
Electrahot Mfg. Co., 525 So. 4th Street, Minneapolis, Minn.			
H-65.....	12x15 in.....	3-way switch.....	6.50
H-55.....	9x12 in.....	Feed-through switch.....	4.00
Fitzgerald Manufacturing Company, Torrington, Conn.			
Aristocrat 381.....	12x15 in. rose wool.....	3-heat.....	10.00
A-376.....	12x15 in. tan wool.....	1-heat.....	4.50
B-377.....	12x15 in. tan wool bown binding.....	3-heat.....	7.50
C-378.....	12x15 in. blue and cream plaid wool.....	3-heat.....	7.50
D-379.....	12x15 in. brown and tan plaid wool.....	3-heat.....	7.50
E-380.....	12x15 in. red and gray plaid wool.....	3-heat.....	7.50
382.....	9x10 in., tan.....	3-heat.....	4.50
Gold Seal Electrical Company, Poughkeepsie, N. Y.			
21.....	12x15 in. tan, blue, rose and gray eiderdown.....	3-heat.....	6.00
Graham Corp., 4221 West Carroll Avenue, Chicago, Ill.			
Warming Belt.....	10x20 to 50 in.....	1-heat.....	12.00
Sleeping Blanket.....	30x64 in.....	3-heat.....	15.00
Health Blanket.....	68x83 in.....	1-heat.....	39.50
All-Purpose Pad.....	12x15 in.....	3-heat.....	78.00
All-Purpose Pad.....	12x15 in.....	3-heat.....	8.00
Face Mask.....	12x20 in.....	3-heat.....	9.00
Head Cap.....	1-heat.....	15.00	
Neck and Utility Pad.....	1-heat.....	15.00	
Great Northern Products Co., 17-19 Austin Ave., Chicago, Ill.			
E-85.....	3-heat.....	5.05	
E-87.....	3-heat.....	6.10	
E-2930.....	3-heat.....	5.05	
Hewitt Electric & Manufacturing Co., 44 Brookline Street, Cambridge, Mass.			
<i>(See Adv. P. 186)</i>			
Hewitt-46.....	12x15 in., peach, lavender.....	6-heat.....	8.00
Wovenheat 42.....	12x15 in., peach.....	2-heat.....	5.50
Sleeping Blanket 170.....	66x40 in.....	Single heat.....	50.00
Sleeping Blanket 190.....	66x40 in.....	Multiple heat.....	85.00
Jackson Electrical Company, 900 West Van Buren Street, Chicago, Ill.			
10x12 in.....	3-heat.....	5.75	
12x15 in.....	3-heat.....	7.50	
15x30 in.....	3-heat.....	20.00	
45x76 in.....	3-heat.....	50.00	
Sweating Blanket.....	60x76 in.....	3-heat.....	70.00
Sleeping Blanket.....	45x76 in.....	1-heat.....	45.00
Sleeping Blanket.....	60x76 in.....	1-heat.....	65.00
Waterproof Sheet.....	54x76 in.....	1-heat.....	5.00
Knapp Monarch Company, St. Louis, Mo.			
<i>Therm-a-Hot</i>			
850.....	12x15 in., eiderdown, tan, green, brown.....	3-heat.....	5.00
875.....	12x15 in., chinchilla, green, white and tan.....	3-heat.....	6.00
Landers, Frary & Clark, New Britain, Conn.			
<i>Universal</i>			
E-9940.....	12x15 in. gray, eiderdown.....	3-heat (110 volts).....	9.00
E-9945.....	Azure blue.....	(220 volts).....	10.25
E-9943.....	Rose pink.....	3-heat.....	9.00
E-9944.....	Lavender.....	3-heat.....	9.00
9194.....	12x15 in. brown eiderdown.....	3-heat.....	5.95
E99943.....	12x15 in. brown eiderdown.....	1-heat (32 volts).....	9.00
9294 Bandage.....	4½x18 in. brown eiderdown.....	1-heat.....	4.75
E-9941.....	12x24 in. double size, gray.....	3-heat.....	13.25
E9994.....	10x13 in. brown eiderdown.....	1-heat.....	5.25
A. J. Lindemann & Hoverson Co., Milwaukee, Wis.			
<i>L & H Electric</i>			
702.....	12x15 in.....	3-heat switch.....	8.00

Trade Name and Model	Size and Cover	Heat Control	Retail Price
Lindstrom & Company, 2322 Indiana Avenue, Chicago, Ill.			
Elco 60.....	12x15 in. maize white, tan, gray eiderdown.....	3-heat.....	\$7.00
Manning-Bowman & Company, Meridan, Conn.			
<i>Manning-Bowman</i>			
682/1.....	11x14 in. coral eiderdown.....	3-heat.....	8.00
682/2.....	11x14 in. jade eiderdown.....	3-heat.....	8.00
682/3.....	11x14 in. blue eiderdown.....	3-heat.....	8.00
<i>Homelectrics</i>			
15.....	11x14 in. orchid eiderdown.....	3-heat.....	6.00
<i>(Elements: Chromel C and Nichrome)</i>			
Metal Ware Corporation, Two Rivers, Wis.			
<i>Empire</i>			
8-77.....	12x15 in. brown eiderdown, also slip.....	3-heat.....	7.50
<i>Elements: Nhrone, Nichrome IV)</i>			
National Stamping and Electric Works, 3212 W. Lake St., Chicago, Ill.			
<i>White Cross</i>			
272.....	12x15 in.....	3-heat switch.....	7.00
270.....	12x15 in.....	3-heat.....	6.00
274.....	12x15 in.....	3-heat.....	8.00
Pelouze Manufacturing Company, 232 East Ohio Street, Chicago, Ill.			
<i>Pelouze</i>			
546-T.....	12x15 in.....	3-heat.....	9.00
<i>Elements: Chromel A and Nichrome</i>			
Reimers Electric Appliance Co., 961 Angelique St., North Bergen, N. J.			
Reaco.....	10½x12½ in.....	3-heat, 2 thermostats.....	5.50
<i>(Elements: Advance)</i>			
Rite-Hete Appliances, Inc., 1200 14th Avenue, S. E., Minneapolis, Minn.			
<i>Rite Hete</i>			
205 Pad.....	12x15 in. eiderdown cover and slip.....	3-heat.....	7.00
203 Pad.....	10x14 in. eiderdown cover—no slip.....	3-heat.....	5.50
501 Blanket.....	33x80 in. khaki.....	3-heat.....	35.00
502 Blanket.....	67x80 in. khaki.....	3-heat.....	60.00
503 Blanket.....	67x80 in. cambric and robe.....	3-heat.....	65.00
408 Blanket.....	33x80 in. khaki.....	1-heat.....	30.00
409 Blanket.....	67x80 in. khaki.....	1-heat.....	55.00
410 Blanket.....	67x80 in. cambric and robe.....	1-heat.....	60.00
102 Eye Pad.....	3½ in. in diameter.....	Full-size rubber sheet.....	10.00
<i>(Element: Nichrome)</i>			
Robeson Rochester Corporation, Rochester, N. Y.			
<i>Royal-Rochester</i>			
E-6125.....	12x15 in.....	3-heat, Peach.....	7.50
E-6059.....	12x15 in., green.....	3-heat.....	6.75
Rock Island Manufacturing Company, Rock Island, Ill.			
<i>Rimco</i>			
1-P.....	12x15 in. wool fleece.....	3-heat.....	7.95
Rogers Electric Laboratories Co., Cleveland, Ohio			
Rogers 505.....	11x15.....	3-heat.....	7.00
Rogers 505X.....	10x12.....	3-heat.....	5.50
Samson-United Corp., Rochester, N. Y.			
120 "Super-Safe".....	Eiderdown, green and orchid.....	3-heat.....	5.50
121 "Double-Safe".....	Eiderdown, plaid shade.....	3-heat.....	4.50
Simplex Division, Edison Electric Appliance Co., 5600 West Taylor St., Chicago			
<i>Simplex</i>			
685.....	12x15 in. buff, pink, blue, Green and Orchid.....	3-heat.....	7.50
836Q9.....	11x14 in., tan with brown pattern.....	3-heat.....	5.95
Utility Electric Co., 620 Tower Grove Ave., St. Louis, Mo.			
600 Utility.....	12x16 in., Esmond Robe.....	3-heat.....	6.00
601 Utility.....	12x16 in., Esmond Robe.....	1-heat.....	4.00
Varick Electric Manufacturing Company, 38 East 21st St., New York City			
<i>Varick</i>			
Thermotex.....	12x15 in. tan eiderdown.....	3-heat.....	6.00
C.....	9x12 in. tan eiderdown.....	1-heat.....	4.50
Heating bandage.....	5x20 in. and gray fawn.....	1-heat.....	4.50
Blanket.....	68x83 in.....	1-heat.....	90.00
Waage Electric Company, 5100 Ravenswood Ave., Chicago, Ill.			
H.P.3.....	12x15 in.....	3-heat.....	7.50
Watlow Electric Manufacturing Company, 1320 North 23rd St., St. Louis, Mo.			
<i>Watlow</i>			
Eiderdown.....	3-heat.....	7.00	
<i>(Element: Watlow)</i>			
1-heat.....	5.00		
Westinghouse Electric & Mfg. Company, Merchandising Dept., Mansfield, Ohio			
<i>Westinghouse</i>			
258417 (95-125 volts).....	12x15 in. rose, green.....	3-heat.....	8.50
WP-13 (95-125 volts).....	12x15 in. tan.....	3-heat.....	6.50
<i>(Elements: Chromel A, Nichrome IV, Chromel C, Nichrome)</i>			
White Beauty Electric Co., 4416 N. Western Ave., Chicago, Ill.			
<i>White Beauty</i>			
213.....	11x15 in., wool eiderdown.....	3-heat.....	7.00
226.....	12x14 in., wool eiderdown.....	1-heat.....	5.00
245.....	8x10 in.....	1-heat.....	3.00
246.....	10x12 in.....	1-heat.....	3.75

Ice Cream Freezers

Appliance

Manufacturer	Trade Name and Model	Capacity	Motor H.P.	Retail Price
Alaska Freezer Co. Winchendon, Mass.	Alaska	2 qt.		\$33.00
	Portable	3 qt.		45.00
	Alaska	4 qt.		46.00
	Portable	3 or 4 qt.	1/4 H. P.	100.00
	Alaska G	6 qt.	1/4 H. P.	110.00
Cole Manufacturing Co. 1000 N. 28th St. Birmingham, Ala. *With outside containers.	Dixie ice-cream freezer	1 gal.		10.00*
		2 qt.	Clamps to dash-post of agitator type washing machine	6.50†
Louisville Electric Mfg. Co. Louisville, Ky.	Pioneer	4 qt.		46.50
	Pioneer	2 qt.		30.00
	Pioneer	6 qt.		47.50*
	Pioneer	8 qt.		55.00
	Pioneer	10 qt.		57.50
Thos. Mills & Bro., Inc. 1301 N. 8th St. Philadelphia, Pa.	Mills	2 qt.	1/4	60.00
	Mills	4 qt.	1/4	60.00
	Mills	6 qt.	1/4	62.50
	Mills	8 qt.	1/4	65.00
	Mills	10 qt.	1/4	67.50
Taylor Bros. Churn & Mfg. Co. 4460 Finney Ave. St. Louis, Mo.	Taylor Bros.	2 qt.	1/1	38.50
	Taylor Bros.	3 qt.	1/10	41.80
	Taylor Bros.	4 qt.	1/6	46.20
	Taylor Bros.	6 qt.	1/6	48.00
	Taylor Bros.	8 qt.	1/4	66.00
	Taylor Bros.	3 qt.	1/4	60.00
	4 with Ice Breaker Taylor Bros.	4 qt.	1/4	62.50
	4 with Ice Breaker Taylor Bros.	6 qt.	1/4	66.00
	4 with Ice Breaker Taylor Bros.	8 qt.-20	1/4-1/2	88.00-176.00
	6 with Ice Breaker			
Winfield H. Smith, Inc. Springville, N. Y.	Winfield H. Smith Ice Cream Freezer Power Attachment	2 to 6 qt.	1/10	14.00

Immersion Heaters

Trade Name, Model, Size and Consumption	Special Features	Retail Price	Trade Name, Model, Size and Consumption	Special Features	Retail Price
Ambory Electric Co., Hazel Park, Detroit, Mich. Star Automatic.....	Automatic control.....	\$6.50	National Electric Appliance Co., Madison Ave. and West 83rd St., Cleveland, Ohio National, 110-watt.....	For drinks, shaving mugs, etc.....	\$1.50
Appleton Electric Co., 1734 Wellington Avenue, Chicago, Ill. Keephot Hot water bottle stopper.....	Thermostatic control.....	9.00	Simplex Division, Edison Electric Appliance Co., Chicago, Ill. Simplex 813W36, 300 watts, Simplex Calrod unit.....	Fits standard size tumbler, cool rest provided..... (Element: Nichrome, Chromel A)	3.85
Edison Electric Appliance Company, 5600 West Taylor Street, Chicago, Ill. Hotpoint 113 W 16, 3/4"x7"; 300 watts, 110, 220, 240 v.....	Polished Nickel.....	4.85	A. H. Waage, 112 Chambers St., New York, N. Y. Waage 250 watts.....	Tube Type.....	4.00
115 W 16, 1"x10"; 500 watts, 110, 220, 240 v.....	Polished Nickel.....	5.85	Westinghouse Electric & Manufacturing Company, Merchandising Dept., Mansfield, Ohio Westinghouse 310975; 350 watts, 110-120 v.....	Tumbler Type with Switch.....	5.95
115 W 17, 6 1/2"x8 1/2"; 500 watts, 110, 220, 240 v.....	Crook Neck Type.....	6.85	White Beauty Electric Company, Inc., 4416 North Western Avenue, Chicago, Ill. White Beauty 212, 14"x3 1/4"x3" 224, 3"x3"x8 1/2"	Tube Type..... Aluminum Sterilizer.....	2.00 1.25
Bankcraft Company, 121 N. Dickinson St., Madison, Wis. Jiffy A.C. use only.....	Automatic; by Contact with Water..	7.50			
Landers, Frary & Clark, New Britain, Conn. Universal E 9701, 2"x7 1/4"; 300 watts.....	Cylinder Type (1 glass capacity)....	4.00			
E 9702, 2"x8 1/4"; 500 watts.....	Cylinder Type (1-2 pt. capacity) ..	5.00			

Irons

Trade Name and Model No.	Weight and Wattage	Type of Rest and Control	Retail Price	Trade Name and Model No.	Weight and Wattage	Type of Rest and Control	Retail Price
American Electrical Heater Company, 6125 Woodward Ave., Detroit, Mich. American Beauty				Central Flatiron Manufacturing Company, Johnson City, N. Y. Betsy Ross			
3-B.....	3 lbs., 350 watts....	Stand, plug control.....	\$6.75	3000F—Double Point Automatic.....	6 lbs.....		\$7.50
6-B.....	6 1/2 lbs., 525 watts....	Stand, plug control.....	7.50	2000F—Square Heel Automatic.....	6 lbs.....		5.95
9-B.....	9 lbs., 675 watts....	Stand, plug control.....	11.00	12 Asst.—Square Heel Standard.....	6 lbs.....		12.75
66 A.....	6 1/2, 660 watts.....	Automatic heat control..	8.95	999—Betsy Ross De Luxe.....	6 lbs.....		3.75
(Elements: Chromel A, C, and Nichrome)				1159F—Crescent Brand.....	6 lbs.....		2.80
Beardsley & Wolcott Mfg. Co., Waterbury, Conn. Torrid				11—Asst. Boudoir Irons.....	6 lbs.....		15.00
F0410.....	6 lbs., 550 watts....	Heel-thermostat, in plug	4.95	104—Boudoir Standard.....	2 lbs.....		3.25
F0310.....	6 lbs., 550 watts....	Heel thermostat in plug.	4.95	105—Traveling Iron.....	1 lb.....		2.50
F0110.....	6 lbs., 550 watts....	Heel.....	3.50	2003F—Betsy Ross.....	1 1/2 lbs.....		1.40
F1011.....	2 lbs., 220 watts....	None.....	3.50	2002F—Baby Betsy Ross.....	1 1/2 lbs.....		2.00
Bersted Manufacturing Company, 5201 W. 65th Street, Chicago, Ill. Bersted				2001F—Baby Betsy Ross.....	1 1/2 lbs.....		3.00
Bevel Edge—99.....	6 lbs.....	Heel.....	4.25	2 1/2 F—Betsy Ross Toy Iron.....			1.10
90.....	3 lbs.....	Heel.....	3.50	6—Betsy Ross Toy Iron.....			3.98
Birtman Electric Company, 4140 Fullerton Ave., Chicago, Ill. Bee Vac				20F—Betsy Ross Toy Iron.....			1.30
	6 lbs., 575 watts....	Separate stand.....	5.00	Chicago Electric Manufacturing Company, 2801 S. Halsted St., Chicago, Ill. Handy Hot			
				Handy Hot De Luxe AK-2	6 lbs., 550 watts....	Heel.....	4.90
				Handy AK-1.....	6 lbs., 550 watts....	Heel.....	3.40
				Handy Hot AK-16.....	5 lbs., 550 watts....	Heel.....	3.20
				Handy Krome AK-32.....	6 lbs., 550 watts....	Heel.....	4.50
				De Luxe Chrome AK-33	6 lbs., 550 watts....	Heel.....	5.75
				(Elements: Chromel A, C, Nichrome and Nichrome IV.)			

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Irons—Continued

Trade Name and Model	Weight and Wattage	Type of Rest and Control	Retail Price
Chicago Flexible Shaft Company, Roosevelt Rd. and Central Ave., Chicago, Ill.			
<i>Sunbeam</i>			
X-750.....	6 lbs.	Stand.....	\$7.50
C-850.....	6 lbs.	Stand, with case.....	8.50
<i>Little Sunbeam</i>			
XB-50.....	3 lbs.	Stand.....	5.00
CB-60.....	3 lbs.	With case.....	6.00
XB-40.....	3 lbs.	Heel.....	5.00
<i>Princess</i>			
R-260.....	6 lbs.	Stand.....	4.25
C-560.....	6 lbs.	With case.....	5.25
<i>Little Princess</i>			
R-230.....	3 lbs.	Heel.....	3.50
CP-30.....	3 lbs.	With case.....	4.50
<i>Stewart</i>			
S-360.....	6 lbs.	Heel rest.....	3.00
No. A870 Master Automatic Sunbeam.			7.95
(Elements: Nichrome, Nichrome IV and Tophet)			

Delta Products Mfg. Co., Bryan, Ohio.			
<i>Delta</i>			
800-1.....	1 lb.	Cord attached.....	
800-3.....	3 lbs.	Heel.....	
800-6.....	6 lbs.	Heel.....	
Dominion Electrical Mfg. Co., 712-22 Ontario Ave., West, Minneapolis, Minn.			
55.....	6 lbs.	Heel, black and colored handles.....	3.50
54.....	6 lbs.	Heel, black and colored handles.....	3.00
53 Domino Aristocrat.....	6 lbs.	Heel, black and colored handles.....	5.00
(with Chromalox element)			
53A Aristocrat Automatic	Automatic Heat Control		
Nickel.....			6.00
Chromium.....			7.00
56 Vitreous Enamel.....	6 lbs.		3.50
(Automatic Control Approved by Underwriters)			
(Elements: Nichrome Mica, Chromalox)			

Donnelly Machine Company, Brockton, Mass.			
<i>Don Lee</i>			
6 lbs.....	Stand.....		3.50

Dover Manufacturing Co., Dover, Ohio			
<i>Dover</i>			
2B, Doverite Lifetime.....	6 lbs., 550 watts.....	Heel.....	2.98
5B, Dover Domanco.....	6 lbs., 550 watts.....	Stand.....	5.00
870, Lady Dover.....	6 1/2 lbs., 575 watts.....	Stand.....	6.00
10A, Lady Dover Auto-			
matic.....	6 1/2 lbs., 575 watts.....	Stand.....	8.75
2 1/2, Bonnie Dover.....	2 1/2 lbs., 220 watts.....	Stand.....	3.00
3 1/2, Dover Co-ed.....	2 1/2 lbs., 220 watts.....	Heel.....	1.75
3 1/2, Dover Lingerie.....	2 1/2 lbs., 220 watts.....	Stand.....	2.25

Dowd Rogers Co., Inc., 95 Madison Ave., New York City			
Lady Rodgers.....	6 lbs., 550 watts.....	Heel.....	4.50
Baby Rodgers.....	2 1/2 lbs., 220 watts.....	Stand, permanent cord.....	2.50

Eagle Electric Manufacturing Company, 59 Hall St., Brooklyn, N. Y.			
<i>Eagle</i>			
Hi-Heat-300.....	6 lbs., 550 to 600 watts.....	Heel, plug control.....	4.25
Traveling-360.....	3 lbs., 375 watts.....	Nickel Plated, plug control.....	3.20
Household-361.....	6 lbs., 550-600 watts	Heel, Plug Control.....	3.00
Boudoir Type with Case-362.....	1 lb., 60 watts.....	Plug Control.....	3.25
Toy, Electric-363.....	1 lb., 60 watts.....	Plug Control.....	1.40

Edison Electric Appliance Company, 5600 W. Taylor Street, Chicago, Ill.			
<i>Hotpoint</i>			
Super-Iron-115-F-65.....	6 lbs., 575 watts, cal-rod unit.....	Heel.....	6.00
115-F-61.....	6 lbs., 575 watts.....	Heel.....	3.95
115-F-62.....	5 lbs., 500 watts.....	Heel.....	3.95
113-F-68.....	3 lbs., 330 watts.....	Heel.....	3.50
115-F-68.....	3 lbs., 330 watts.....	Heel, with case.....	4.50
Travel DeLuxe-114-F-68	3 lbs., 330 watts.....	Heel, with case.....	5.50
Adjustable voltage, 113-F-78.....	3 lbs., 330 watts.....	Heel.....	5.25
Master-116-F-71.....	7 1/2 lbs., 660 watts.....	Heel.....	7.50
115-F-63.....	6 lbs., 575 watts.....	Stand.....	4.25
145-F-66.....	6 lbs., 575 watts, cal-rod unit.....	Stand permanent plug.....	7.75
115F88, 32 volt.....	6 lbs., 575 watts.....	Stand permanent plug.....	7.75
Super Automatic 116F69	6 lbs., 625 watts.....	Heel, automatic.....	8.80

Electrahot Mfg. Co., 525 So. 4th St., Minneapolis, Minn.			
Electrahot.....	6 lbs.		3.50
(Element: Nichrome IV.)			

Ev'ryday Elec. Co., Marion, Ind.			
Model 107.....	6 lbs., 550 watts.....		3.75

Fitzgerald Manufacturing Company, Torrington, Conn.			
<i>Star-Rite</i>			
702.....	6 lbs.	Heel air-cooled, color trim	3.95
(Elements: Nichrome.)			

Gold Seal Electrical Company of Ohio, Poughkeepsie, N. Y.			
Gold Seal, 34.....	6 lbs.	Heel, colored handles.....	3.00
Gold Seal, 35.....	3 lbs.	Heel, colored shell.....	3.00
Gold Seal, 36.....	1 lb.	Heel, colored shell and handles.....	1.25

Graybar Electric Company, Lexington Ave. and 43rd Street, New York, N. Y.			
<i>Graybar</i>			
Graybar Quick Heating 10.....	6 lbs., 550 watts.....	Heel 95, 110, 120, 220, 250 volts.....	
(See Adv. P. 11) (Elements: Chromel A)			

Trade Name and Model	Weight and Wattage	Type of Rest and Control	Retail Price
Great Northern Products Co., 17-19 E. Austin Ave., Chicago, Ill.			
E-32, Nickel.....	2 1/2 lbs., 325 watts.....		\$1.55
E-37, Nickel.....	6 lbs., 550 watts.....		2.70
E-70, Nickel.....	2 1/2 lbs., 325 watts.....		1.55
E-381, Nickel.....	6 lbs., 550 watts.....		3.20
E-382, Nickel.....	6 lbs., 550 watts.....		2.60
E-481, Chromium.....	6 lbs., 550 watts.....		4.05
E-482, Chromium.....	6 lbs., 550 watts.....		3.05
E-581, Nickel.....	6 lbs., 550 watts.....		2.25
E-582, Nickel.....	6 lbs., 550 watts.....		1.75

Knapp Monarch Company, St. Louis, Mo.			
<i>Monarch</i>			
325.....	2 1/2 lbs., 350 watts.....	Heel.....	1.60
375.....	6 lbs., 550 watts.....	Heel.....	3.00
Therm-a-Hot-750.....	6 1/2 lbs., 550 watts.....	Separate, double stand.....	4.00
Therm-a-Hot-700.....	2 1/2 lbs., 350 watts.....	Heel.....	2.25

Landers, Frary & Clark, New Britain, Conn.			
<i>Universal</i>			
E-909.....	6 1/2 lbs., 580 watts.....	Stand (E909 with carrying case, E9909-6.00).....	5.00
E-9191.....	6 lbs., 650 watts.....	Stand, switch in plug.....	6.95
E-9070.....	6 lbs., 580 watts.....	Stand.....	3.95
E-9023.....	3 lbs., 400 watts.....	Stand.....	2.95
E-90212, adjustable voltage.....	3 lbs., 400 watts.....	Stand, detachable handle.....	7.50
E-9021.....	3 lbs., 400 watts.....	Stand, detachable handle.....	3.95
E-9092 automatic.....	6 lbs., 580 watts.....	Stand.....	7.75
E-9045.....	3 lbs., 400 watts.....	Tip up model.....	3.45
95070, 97070.....	6 lbs., 580 watts.....	With carrying case E-99043 Stand, E9070 with colored handles.....	4.45
E-7191 Chromium.....	6 lbs., 580 watts.....	Stand, switch in plug.....	4.50
E-7092.....	6 lbs., 580 watts.....	Stand, automatic.....	7.75
E-9907.....	6 lbs., 580 watts.....	Tip up model.....	8.75
			3.50

Liberty Electric Company, Indianapolis, Ind.			
<i>(International)</i>			
2 lbs.....	Separate stand.....		4.00
(Element: Chromel A)			
		Without stand	3.75

A. J. Lindermann & Hoverson Company, Milwaukee, Wis.			
<i>L & H Electric</i>			
104.....	6 lbs., 550 watts.....	Separate stand.....	5.75
(Element: Chromel C)			

Lucas Electric Laboratories, Inc., Marengo, Ill.			
<i>Perfect</i>			
Flare Sole.....	6 lbs., 550 watts.....	Heel.....	1.75
Straight Sole.....	6 1/2 lbs., 550 watts.....	Heel.....	1.65
		With stand.....	1.85
Enameled Iron.....	6 1/2 lbs., 550 watts.....	With stand.....	2.10
Leader.....	6 1/2 lbs., 550 watts.....	Heel.....	1.35
		With stand.....	1.45
Traveler.....	3 1/2 lbs., 200 watts.....	Heel.....	1.50
Tourist.....	2 1/2 lbs., 125 watts.....		1.10
Toy.....	1 lb., 40 watts.....		.65

Manning, Bowman & Company, Meriden, Conn.			
<i>Manning-Bowman</i>			
1456.....	6 lbs., 550 watts.....	Heel-automatic.....	7.75
1423.....	3 lbs., 330 watts.....	Separate stand.....	3.50
1406.....	6 lbs., 550 watts.....	Separate stand.....	3.75
1416.....	6 lbs., 550 watts.....	Heel.....	3.75
(Elements: Chromel C and Nichrome IV)			

Metal Ware Corporation, Two Rivers, Wis.			
<i>Empire</i>			
S-51 Empire.....	6 lbs., 550 watts.....	Heel.....	5.00
(Elements: Nichrome and Nichrome IV)			

Metropolitan Mfg. & Electric Company, 1160 Chatham Ct., Chicago, Ill.			
<i>Mace</i>			
20.....	6 lbs., 550 watts.....	Heel.....	3.75
27.....	2 1/2 lbs., 220 watts.....	Stand.....	2.50
18.....	2 lbs., 220 watts.....	Heel.....	2.00
75.....	1 1/2 lbs., 75 watts.....	Heel.....	1.50

National Stamping and Electric Works, 3212 W. Lake St., Chicago, Ill.			
<i>White Cross</i>			
1922.....	6 lbs., 600 watts.....	Separate stand.....	3.50
White Cross.....	6 lbs., 600 watts.....	Separate stand.....	4.00
247.....	6 lbs., 600 watts.....	Heel rest.....	2.90

Pelouze Manufacturing Company, 232 E. Ohio St., Chicago, Ill.			
<i>Pelouze</i>			
Progressive-P-6, open end handle.....	6 lbs., 500 watts.....	Heel.....	6.00
(Elements: Chromel A and Nichrome)			

Proctor & Schwartz Elec. Co., Seventh and Taylor Rd., Philadelphia, Pa.			
<i>Liberty</i>			
901.....	6 lbs., 660 watts, A.C. only.....	Heel, thermostat.....	6.75
905 Super Automatic.....	6 lbs., 660 watts A.C. only.....	Heel, adjustable heat control.....	7.75
(See Adv. P. 35) (Element: Nichrome IV and Chromel A)			

Reimers Electric Appliance Company, 961 Angelique St., North Bergen, N. J.			
<i>Reimers</i>			
64 L.H.....	6 lbs.....	Lever switch, 4-heat.....	\$6.50
64 P.H.....	6 lbs.....	Plug switch, 4-heat.....	5.50
(Elements: Chromel A and C)			

Robeson Rochester Corp., Rochester, N. Y.			
<i>Royal-Rochester</i>			
E-6586.....	6 lbs.....	Heel.....	5.00
(Elements: Chromel A and Nichrome IV)			

Irons—Continued

Appliance

Trade Name and Model	Weight and Wattage	Type of Rest and Control	Retail Price
Rock Island Manufacturing Company, Rock Island, Ill.			
<i>Ideal</i>			
Jr.—1-B.....	3 lbs., 300 watts....	Heel.....	\$4.75
Jr.—2-B.....	3 lbs., 300 watts....	Heel, plug control with case	6.50
<i>Rimco</i>			
Improved B.O.E.—1-F.....	6 lbs., 495 watts....	Heel.....	4.25
Dandy—2-E.....	6 lbs., 550 watts....	Heel.....	2.90
Dreadnought F-10.....	7 lbs., 550 watts....	Separate stand.....	6.50
(Elements: Chromel C, Nichrome II, III and Tophet C)			
Rogers Electric Laboratories Co., Cleveland, Ohio			
<i>Rogers</i>			
502.....	2½ lbs., 550 watts....	Heel.....	2.00
Rutenber Electric Company, Marion, Ind.			
<i>Marion</i>			
100, special handle.....	6½ lbs., 550 watts....	Separate stand.....	6.25
102.....	6 lbs., 550 watts....	Separate stand.....	4.00
(See Inside Back Cover)			
Sanitax Electric Company, 303 4th Street, New York, N. Y.			
<i>Sanitax</i>			
W. B.....	1 lb.....	No control.....	1.00
Simplex Division, Edison Elec., App. Co., Chicago			
<i>De Luxe Chromeplate</i>			
816-F-72.....	6 lbs., 570 watts....	Separate stand.....	7.50
813-F-74.....	3 lbs., 330 watts....	Heel.....	3.50
Superior Electric Products Corp., 1300 S. Thirteenth St., St. Louis, Mo.			
<i>Glide Easy</i>			
90.....	6 lbs., 550 watts....	Heel.....	2.75
<i>DeLuxe</i>			
85.....	6 lbs., 550 watts....	Heel.....	3.50
		With stand	3.75
95.....	2½ lbs.....		1.75
95-MC.....	2½ lbs.....		1.50
95-CS.....	2½ lbs.....		2.00
37.....	1 lb.....		1.50

Trade Name and Model	Weight and Wattage	Type of Rest and Control	Retail Price
Waage Electric Company, 5100 W. Ravenswood Ave., Chicago, Ill.			
<i>Waage</i>			
63-A.....	6½ lbs.....	Heel, 3-heat, nickel.....	\$5.00
63-A.....	6½ lbs.....	Heel, 3-heat Porcelain enamel.....	6.75
61-G.....	6 lbs.....	Sep. stand, 1-heat.....	3.50
611.....	6 lbs.....	Separate stand.....	3.50
31.....	3 lbs.....	Heel.....	3.50
(Elements: Nichrome)			
Watlow Electric Manufacturing Co., 1320 No. 23rd St., St. Louis, Mo.			
<i>Watlow</i>			
Queen Quality.....	6½ lbs., 550 watts....	Separate stand.....	3.95
Westinghouse Electric & Mfg. Company, Mansfield, Ohio			
<i>Household</i>			
Adjustomatic, LB-2			
Chrome Plate.....	6 lbs., 600 watts, adjustable automatic	Heel rest.....	8.75
Automatic, LA-2 Chrome			
Chrome Plate.....	6 lbs., 600 watts....	Automatic heel rest.....	7.95
Streamline, SL-3.....	6 lbs., 550 watts....	Heel rest.....	6.00
Standard, CH-3.....	6 lbs., 550 watts....	Heel rest.....	3.50
Travelers, S No. 238887.....	3 lbs., 350 watts....	Side rest.....	3.95
<i>Tailors</i>			
Automatic, 3-heat			
S No. 565706.....	15 lbs., 900 watts....	Sep. stand, chrome plate..	30.00
S No. 565708.....	20 lbs., 900 watts....	Sep. stand, chrome plate..	32.00
White Beauty Electric Company, 4416 N. Western Ave., Chicago, Ill.			
<i>White Beauty</i>			
200, white enamel finish..	6½ lbs., 550 watts....	Heel.....	6.00
Leader—222.....	6½ lbs., 550 watts....	Heel.....	5.00
Handy—207.....	6½ lbs., 550 watts....	Heel.....	3.50
Travelers—221.....	1 lb.....	No control.....	2.00
Travelers—236.....	3 lbs., 220 watts....	Heel.....	2.50
(Elements: Nichrome, Nichrome IV and Tophet)			

Ironers

Manufacturer	Model and Trade Name	Type and Length of Roll	Control of Shoe	Method of Heating	Heating Watts	Finish	Shipping Weight, Lbs.	Retail Price
American Ironing Machine Co. 100 E. Ohio St. Chicago, Ill.	Ironette	Full open end	Semi auto.	Electric	1200	Ivory	160	\$99.50
	Super	Both ends open	Automatic	Electric or gas	1,500	Ivory	310	170.00
	Simplex	30"	Feedboard				Gas 295	Gas 160.90
(See Adv. P. 31)	Home Laundry	Open end	Pressure	Electric, gas, or	3,750	Gray	442	234.00
	Simplex	40"	Feedboard	gasoline			Gas 400	Gas 169.00
	Super Simplex	Both ends open	Automatic	Electric or gas	3,350	Ivory	420	Gasoline 189.00
				(Heating Element: Chromalox)			Gas 390	Gas 250.00
Apex Electrical Mfg. Co. Cleveland, Ohio	H-3	Full open end	Knee	Electric or gas	1,125	Green	272	119.00
	Rotarex	26"						
	Apex—K	Open end	Knee	Electric or gas	2000	White	233	195.00 gas
Conlon Corp. 19th St. and 52d Ave. Chicago, Ill.	Apex—J	Full open end	Knee	Electric or gas	1250	Green	225	225.00 elec.
	Cabinet	Full open end	Knee and hand	Electric	1,300	Green lacquer	250	139.00
	Conlon Automatic Table Top	30"						*129.00
*East of Rockies.		Conlon Combination	Hand	Electric	1,150	Aluminum, lacquer	48	*49.50
The Dexter Company Fairfield, Iowa	Dexter Rainbow							
	G-30	30"	Gas heated	Full automatic	Safety bar	Chair height	312	155.00
	D-30	30"	Electric heated	Full automatic	Safety bar	Chair height	312	165.00
	G-46	46"	Gas heated	Full automatic	Safety bar	Price includes bench	370	170.00
	D-46	46"	Electric heated	Full automatic	Safety bar	Price includes bench	370	230.00
Federal Electric Co. 20 N. Wacker Drive Chicago, Ill.	Fedelec No. 0	Full open end	Lever operated	Electric	1,150	Grey duco	49	Not given
	Fedelec No. 10	Full open end	Lever operated	Electric	1,250	Cream grey green trim	66	Not given
				(Heating Elements: Nichrome IV.)				
Graybar Electric Co. Lex. Ave. and 43d St. New York City	4	Full open end	Knee or finger	Electric	1,300	Black and white	240	165.00
	Graybar Table top	30"						West of Rockies 175.00
(See Adv. P. 11)			(Heating Element: Russell)					
Horton Mfg. Co. Fort Wayne, Ind.	Horton Automatic	Full open end	Foot pedal Automatic	Electric gas, or gasoline	1,000 shoe (motor 250)	Cream, green trim	330	130.00
		30"						Gas heated 130.00
	Horton Rotary Attachment	Full open end	Attach to winger	Electric	1,150	Aluminum	48	Gasoline h't'd 180.00
		26"	Socket of washer					49.50
Hurley Machine Co. Div. of Electric Household Utilities Corp. 22nd St. and 54th Ave. Chicago, Ill.	0	Open end	Lever at right of iron	Electric, fits	1,200	Aluminum lacquer	30	49.50
	Thor	26"		Thor 6, 8, 2 and 1 washers				
	10	Open end	Lever at right of iron	Electric	1,200	White duco	67	79.50
	75	Open end	Dial at right of feed board	Gas, Gasoline or Electric	2,500	East India buff	473	Gas heated 175.00
	Thor	44"						Gasoline heated 190.00
(See Adv. P. 44-45)		90	Dial at right of feed board	Gas or gasoline		East India buff	493	Electrically heated 215.00
		Thor						Gas heated 215.00
								Gasoline heated 240.00
				(Heating Elements: Russell)				

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Ironers—Continued

Manufacturer	Model and Trade Name	Type and Length of Roll	Control of Shoe	Method of Heating	Heating Watts	Finish	Shipping Weight, Lbs.	Retail Price
The Ironrite Ironer Co. 38 Piquette St. Detroit, Mich.	46 Ironrite	One end free 46"	Foot or hand	Gas or electric	3,750	Gray	400	Gas \$175.00 Electric 225.00 119.50
	24 Ironrite	Both ends free 24"	Knee	Electric	1,200	Gray or white	200	155.00
	DuFold	Both ends free 24"	Knee	Electric	1,200	Gray or white	204	185.00
	Ironrite Console	Both ends free 24"	Knee	Electric	1,200	Cabinet, walnut finish, unit lacquered over gold bronze	195	185.00
Savage Arms Corp. Utica, N. Y.	Savage	Semi open end 26"	Touch feedboard	Electric	1,000	Egyptian white	235	Not given
Vulcan Mfg. Co. 1511 Cypress St. Kansas City, Mo. (See Adv. P. 151)	1926 Bungalow	Open ends 26"	Hand lever	Electric or gas	1,200	Blue enamel	198	East of Rockies 119.00 Gas heated 99.00
Wonder Ironer Sales, Inc. 4500 Euclid Ave. Cleveland, Ohio	26" Little Wonder	Full open end 26"	Automatic knee	Electric or gas	1,000	White duco	220	139.00 With table top, enamel 215.00
	46" Wonder	Open ends 46"	Automatic knee	Electric or gas	2,000	White duco	335 Gas heated 308	215.00 Gas heated 170.00

Clamp or Adjustable Lamps

Manufacturer	Trade Name and Model	Type and Finish	Shade	Retail Price
Ajax Specialty Co. 1926 Chestnut St., St. Louis, Mo.	Ajax Handy Ajax—1021	Clamp, brush brass Bracket, brass or bronze	Metal Metal	\$1.50 1.50
Bussmann Mfg. Co. St. Louis, Mo. (See Adv. P. 150-c)	Buss Light Buss Light	Clamp, ivory or bronze Clamp, plain finish	Dec. metal or dec. parchment All metal	3.00 2.00
Farber, S. W., Inc. 141 So. 5th St., Brooklyn, N. Y.	Adjusto-Lite	Clamp, 4 finishes	Metal	3.95 and 4.45
Eagle Elec. Mfg. Co. 59 Hall St., Brooklyn, N. Y.	Eagle Book Light	Clamp, colors		\$3.00
Faries Mfg. Co. Decatur, Ill.	Faries 3153, 4044, 3154, 4043, 3155, 3900, 3151, 3158 3835-A 3846 3847 3540*, 3337, 3331, 3338, 3371, 3843*, 3842*, 3357*, 3157* 3156	Bed bracket, adj., bronze, pewter, Roman gold Bracket lamp, brass or bronze Bracket lamp, brass Bracket lamp, ebony-jade Dresser and mirror brackets, brass and black, silver and black and Roman gold Writing desk bracket, bronze	Metal Dec. shade Metal Parchment Candles, ball lamps and dec. shades Metal	
*Adjustable.				
General Appliance Corp. 170 Otis St. San Francisco, Calif.	Gacor Handlamp Litit	Clamp, colored, enamel Table, colored enamel	ecru, mahogany, green, red ecru, mahogany, green, red	2.75 3.00
Greist Mfg. Co. New Haven, Conn. (See Adv. P. 169)	Juniorlite Super Lamp Utilattach Clamplite Boudoir	Clamp, 5 finishes Clamp, 5 finishes Clamp, 2 finishes Clamp, 2 finishes 2 finishes	Metal, dec. Metal, dec. Side outlet Plain Metal, with pr. shade	3.00 and 3.75 2.50 and 3.00 3.00 and 3.50 2.00 3.00-3.75
Lightoller Co. 569 Broadway, New York City	Porta Light	Wall-clamp, in color	Silk	5.85
McFaddin & Co., H. G. 38 Warren St., N. Y. City	Emeralite Midget 0706 0701 8734B 0746-1497 0759-1603 0760-1607	Clamp, st. bronze Boudoir lamp Radio lamp Desk Lamp Banker's lamp Color matching lamp Semi-indirect bridge lamp	Green glass Decorated shade Decorated shade Statuary bronze Statuary bronze Albinor shade Albinor shade	4.00 8.00 9.50 13.00 24.50 24.50 27.50
Melodelite Corp. 130 W. 42nd St., N. Y. C.	Booklite Tip Top Lite	Clamps, colors Clamp, colors		3.00 2.25
Play-O-Lite Co. Worcester, Mass. Sole Sales Agent A. Hall Berry, 71 Murray St., New York, N. Y. (See Adv. P. 187)	Play-O-Lite-N Play-O-Lite-T Play-O-Lite Play-O-Lite	Piano lamp, all metal, mahogany, walnut or oak; for standard bulb Piano lamp; for tubular bulb Bed lamp Pulpit lamp	Wood finishes, pastel shades, all metal for permanent and portable attachment Wood finishes for tubular bulb	5.00 5.00
S. Robert Schwartz & Bros. 160 Varick St., N. Y. C.	Esrobert—1571 Esrobert—1576 Esrobert—1577 Esrobert—1574 Esrobert—1573	Bed bracket, adjust. statuary bronze Clamps to round rail bed posts statuary bronze Clamps to top of bed, thickness up to 2" Bed bracket, adjustable statuary bronze Bracket lamp, statuary bronze	Metal Metal Metal Metal Metal	
Wakefield Brass Co., F. W. Vermilion, Ohio	Red Spot Attache	Clamp, ivory, bronze	Metal and parch. shield	3.25

Milk Warmers,

Trade Name, Model, Size and Consumption	Special Features	Retail Price	Trade Name, Model, Size and Consumption	Special Features	Retail Price
Hankcraft Company, Inc. , 121 N. Dickenson St., Madison, Wis. Fairy Warmer For 110 Volt A.C. Only.....	Automatic Operation by Water Contact	\$5.00	National Electric Appliance Co. , Madison Ave at W. 83rd St., Cleveland, Ohio De Luxe For Warming, Sterilizing, Baby Bottles.....	Blue, pink, with 10 in. silk cord, switch	2.25
Fairy Warmer, 598.....	A.C. only, automatic control, quick heating, pink or blue.....	5.00	Belmers Electric Appliance Co. , North Bergen, N. J. Reaco For "Hygeia" bottles, and round bottles and d. c. 110 volts a.c., 110 watts, automatic heat control, signal light.....		7.50
Landers, Frary & Clark , New Britain, Conn. Universal 9930, 8 oz. Bottle, 420 watts.....	Combination Liquid Heater, Milk Warmer.....	8.00			

Miscellaneous

Appliance

Trade Name and Model	Special Features	Retail Price
Air Conditioning & Engineering Company, 2914 So. Jefferson St., St. Louis, Mo.		
Electrazone Ventilating Ozoneators		
C-124.....	For room, 15'x10'x12'—2-3 occupants	\$66.00
BF-112.....	For room 25'x20'x15'—2-5 occupants	141.00
BF-212.....	For room 40'x25'x15'—5-8 occupants	166.00
BF-312.....	For room 60'x30'x20'—8-12 occupants	166.00
BF-412 (4 Ozon. required)	For room 80'x50'x20'—20-40 occupants	176.00
BF-612.....	For rooms with excessive odors	191.00
BF-624.....	For rooms with excessive odors	211.00
DB-112, 212, 312, 412, 424.....	Capacities from 800 to 500 c.f.m. 200. to 240.00	
Barnstead Still & Sterilizer Co., Forest Hills, Boston, Mass.		
<i>Barnstead</i>		
HE-1.....	Home Water Still—1 qt. per hour, Copper, Nickel, 20.00	
HE-2.....	Home Water Still—2 qts. per hour, Copper, Nickel, 30.00	
Cole Mfg. Co., 1000 N. 28th St., Birmingham, Ala.		
EZ.—Churn.....	Clamps to "Dash Post" of Agitator type washing machines.....	10.00
The Corozone Company, Cleveland, Ohio.		
Corozone, Air Purifier.....	5'x4'x8", Portable, A.C.....	
G. M. Dwelley, Inc., Curtis Bldg., Detroit, Mich.		
<i>Flexo Tray</i>		
K-27.....	Kelvinator 27-cube, newstyle, signed.	2.00
K-21.....	Kelvinator 21-cube, newstyle, signed.	2.00
K-21 O S.....	Kelvinator 21-cube, oldstyle, plain...	2.00
K-15.....	Kelvinator 15-cube, oldstyle, plain...	1.75
C-27.....	Copeland 27-cube, signed.....	1.75
C-21.....	Copeland 21-cube, newstyle, signed.	1.75
F-24.....	Frigidaire 24-cube, plain.....	2.25
F-21.....	Frigidaire 21-cube, plain.....	2.00
F-18.....	Frigidaire 18-cube, plain.....	2.00
F-15.....	Frigidaire 15-cube, plain.....	1.75
F-12.....	Frigidaire 12-cube, plain.....	1.50
GE-28 O S.....	General Electric 28-cube, oldstyle, plain.....	2.00
GE-28.....	General Electric 28-cube, newstyle, plain.....	2.00
GE-24.....	General Electric 24-cube, newstyle, plain.....	2.00
S-12.....	Servel 12-cube, plain.....	1.50
S-10.....	Servel 10-cube, plain.....	1.50
S-9.....	Electrolux 9-cube, plain.....	1.50
N-21.....	Norge 21-cube, plain.....	2.00
N-15.....	Norge 15-cube, plain.....	1.75
FD-21.....	Fedders 21-cube, plain.....	2.00
FD-15.....	Fedders 15-cube, plain.....	1.75
W-21.....	Welsbach 21-cube, signed.....	2.00
WK-12.....	Whitehead 12-cube, plain.....	1.50
AR-12.....	American Radiator 12-cube, plain.....	1.50
R-12.....	Rice 12-cube, plain.....	1.50
<i>(See Adv. P. 185)</i>		
Eagle Electric Mfg. Co., Brooklyn, N. Y.		
<i>Eagle</i>		
385, Vaporizer.....	Automatic shut-off when liquid is exhausted.....	3.50
Eastern Laboratories, Inc., 225 E. 38th St., N. Y. C.		
31 Marvel Curling Iron Heater.....	One hole.....	7.50
32 Marvel Curling Iron Heater.....	Two hole.....	8.50
33 Marvel Curling Iron Heater.....	Three hole.....	9.00
Fitzgerald Mfg. Co., Torrington, Conn.		
551 Household Motor.....	Polisher and Grinder Attachments..	20.00
Gas-Gard Co., 375 Main St. East, Rochester, N. Y.		
<i>Gas-Gard</i>		
Water Heater Control.....	Thermostat and Remote Switch Control, for Gas Water Heaters.....	
Gold Seal Electrical Co., Poughkeepsie, N. Y.		
No. 14 Individual Curling Iron Heater.....		3.50
No. 15 Professional Curling Iron Heater.....		4.00
Hare Mfg. Co., 15th and Locust, Philadelphia, Pa.		
TyBoy.....	Electric neckwear-presser for home use.....	1.75-3.00
Insect Electrocuter Co., Sycamore, Ill.		
Insect Electrocuter.....	In form of hanging lantern with incandescent lamp. Parallel wires enclosing lamp are oppositely charged by means of a special transformer.....	
Insect Electrocuters.....	Also made in form of screened door, window screen and traps.....	

Trade Name and Model	Special Features	Retail Price
Interstate Electric Company, St. Louis, Mo.		
	Handy Ozoneator	\$17.00
Landers, Paray & Clark, New Britain, Conn.		
<i>Universal</i>		
E 980 N.....	Plate Warmer, 8½"x20¼", Nickel, 150 Watts.....	21.50
Lovell Mfg. Co., Erie, Pa.		
<i>Niagara Electric</i>		
S-8 Clothes Wringer.....	Westinghouse motor, mounted on stand, AC or DC, Rolls, 12"x13"	
<i>(See Front Cover)</i>		
Oakes Mfg. Co., Tipton, Ind.		
<i>Oakes</i>		
H-84, Electric Incubator.....	165 egg, 29" diameter, metal. Thermometer, thermostat, egg tester, models for 32, 110 or 220 volts.....	35.08
H-84-A, Electric Incubator.....	165 egg, 29" diameter, metal. Thermometer, thermostat, egg tester, models for 32, 110 or 220 volts. With 36" high stand.....	38.00
H-87, Electric Hen.....	60 egg, 19" diameter, metal, thermometer, thermostat, brooder curtains, egg tester, legs models for 32, 110 or 220 volts.....	18.00
H-88, Electric Hen.....	100 egg, 19" diameter, metal, thermometer, thermostat, brooder curtains, egg tester, legs, models for 32, 110 or 220 volts.....	25.00
H-94, New Colony Brooder.....	500 chicks, 44" diameter, metal thermometer, thermostat, brooder curtain, models for 32, 110, 220 volts	20.00
H-89, Electric Hover.....	Automatic regulation, brooder thermometer, curtain, legs for 32, 110 or 220 volts, 75 to 100 chicks.....	16.50
H-90, 91, 92, 920 Brooders.....	100 to 1,000 chicks, galvanized steel, thermostat, thermometer, ventilator, curtains, pilot light, models for 32, 110 or 220 volts.....	10.50 to 24.00
H-95, Egg Tester.....	Models for 32 or 110 volts.....	1.75
John Oster Mfg. Co., Racine, Wis.		
Oster Portable Hair Clipper.....	110 Volts, 25-60 Cycles.....	19.50
Jonico Curling Iron Heater.....	With switch.....	4.00
Paske Products Company, 10,006 Carnegie Avenue, Cleveland, Ohio		
Pas-ke Air Purifier.....	Adj. screw regulates amt. of ozone	
Rite-Hete Appliances, Inc., 1200 14th Ave., S. E., Minneapolis, Minn.		
Automobile Engine Heater.....	2-heat, for permanent attachment, 110 volts, 160 and 320 watts.....	7.50
<i>(Elements: Chromalox)</i>		
Robeson Rochester Corp., 173 Anderson Ave., Rochester, N. Y.		
Arco Health Humidifier.....	Antique green finish, 8½"x11½", 6½ lbs. 200 watts	15.50
Rogers Electric Laboratories Co., Cleveland, Ohio		
<i>Rogers</i>		
509, Vaporizer.....	Aluminum.....	2.75
509, Vaporizer.....	Copper water compartment.....	3.00
Thermo-Electric Incubator & Brooder Co.		
7212 Washington Ave., New Orleans, La.		
<i>Reed</i>		
5, Electric Incubator.....	50 egg capacity.....	19.85
6, Electric Incubator.....	120 egg capacity and egg turner...	29.00
8, Electric Incubator.....	240 egg capacity and egg turner...	39.98
15, Mammoth Incubator.....	700 egg capacity, two compartments	110.00
21, Mammoth Incubator.....	2,100 egg capacity, triple deck, six compartments.....	320.00
27, Mammoth Incubator.....	1,400 egg capacity, 4 units of 350 each	250.00
9, Electric Brooder.....	60 chicks.....	13.75
10, Electric Brooder.....	100 chicks.....	16.50
12, Electric Brooder.....	250 chicks.....	22.50
13, Electric Brooder.....	500 chicks.....	29.98
14, Electric Brooder.....	1,000 chicks.....	39.75
1, Portable Storage Brooder.....	300 chick cap. on stand and castors...	39.98
2, Portable Storage Brooder.....	Single unit other than with stand and castors.....	34.98
3, Portable Storage Brooder.....	Complete section of six individual units holding 1,800 chicks.....	199.00
<i>(Can supply any voltage)</i>		
<i>(Equipped with thermostat, thermometer).</i>		
West Bend Aluminum Co., West Bend, Wis.		
3503-E, De Luxe Electric Tea Kettle.....		6.50

Mixers, Whippers and Extractors

Manufacturer	Trade Name and Model	Type	Special Features	Retail Price
Arnold Electric Company				
<i>Racine, Wis.</i>				
	Arnold			
	16	Drink mixer, detachable rod type	Ivory porcelain base	\$28.50
	15	Drink mixer, attached rod type	White porcelain base, nickel silver cup	22.50
	17	Drink mixer, attached rod type	Pistachio green or ivory porcelain base	28.50
Do-All Appliance Corp.				
<i>77 West Mohawk St., Buffalo, N. Y.</i>				
	Kitchen Kaddie	Mixer, whipper, beater, buffer, grinder and juice extractor	Green enamel and polished aluminum finish	29.50
Fitzgerald Mfg. Co.				
<i>Torrington, Conn.</i>				
	Star-Rite, 802	Drink mixer, whipper	Cast iron base, finished in aluminum, nickel, adjustable, crystal bowl marked in ounces	10.00

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Mixers, Whippers and Extractors—Continued

Manufacturer	Trade Name and Model	Type	Special Features	Retail Price
Gem Appliances, Inc. 280 Madison Ave., New York, N. Y.	Gem Kitchen Mechanic	Portable 40 lbs.	Mix, whip, beat, slice, grind, chop food, freeze ice cream, polish silver ware and sharpen knives, 5 qt. capacity	\$115.00
A. C. Gilbert Company New Haven, Conn.	Polar Club—B89	Kitchen mixer	Two-piece drawn steel shell, colored wood handle, and cast iron base finished in gray	4.95
	Polar Club—B88	Kitchen mixer	Large crystal bowl, adjustable holder, wooden handle, gray, nickel and black.	7.50
Hamilton Beach Manufacturing Company Racine, Wis.	Hamilton Beach	Cake-mixing attachment for small motor		5.00
	Hamilton Beach 10	Drink mixer, mounted	Automatic action, white enamel finish	22.00
	10		Ivory, black or green	23.50
	2	Drink mixer, mounted	Nickel Finish	18.50
	Hamilton Beach	Drink heater attachment for mixers Denver and West 50c extra.	Separable cup and Heater Chromium	9.75
Hoe Corporation Poughkeepsie, N. Y.	Merryway Home Power Unit	Mixer, chopper, coffee grinder, pea sheller, sharpener, ice crusher, fruit juice extractor, freezer, beater buffer.		
	Table Model	Above attachments, also food slicer and grater	Two speeds	
	Wall Bracket Model	Above attachments, also food slicer and grater	Two speeds	
KitchenAid Manufacturing Company Troy, Ohio	KitchenAid	Whipping, beating, slicing, chopping, shredding, freezing, sieving, etc.	5 qt. bowl, 1/10 hp. motor; whip, batter beater, pastry knife, dough hook, pouring chute, oil dropper and ice or hot water jacket chopper freezer, juice extractor	
A. F. Dormeyer Mfg. Co. 2640 Greenview Avenue Chicago, Ill. (See Adv. P. 185)	Dormeyer	Electric food mixer	Variable speeds, universal motor, 8-blade mixer	24.50
The Made-Rite Mfg. Co. Sandusky, Ohio	Made-Rite—No. 275 Minute Mixer		Aluminum cup, frame jade green	8.50
Read Machinery Company York, Pa.	Mixonette	5 and 12 qt. mixer	Stand mounted with attachments	
Reynolds Electric Co. 2650 W. Congress St., Chicago, Ill.	Reco 12-qt. Food Mixer	Grinder, slicer, grater, juice extractor, freezer, etc.	12-qt. bowl, heavy metal frame	100.00 F.o.b. Chicago
	Reco 22-qt. Food Mixer		22 qt. bowl, heavy metal frame	140.00 F.o.b. Chicago
Robbins & Myers, Inc., Springfield, Ohio	Biddy	Mixer, whipper and juice extractor *8-in. fan, fitting wall bracket, 8.50 extra	Mounted on wall bracket	14.95*
Signal Electric Mfg. Co. Menominee, Mich.	Signal	Fruit juice extractor	Peri-green, stainless aluminum cup	16.00
Speedway Mfg. Co., 19th St. & South 52nd Ave., Cicero, Ill.	Wife Saver	Mixer, whipper, beater, cleans silver, pans, sharpens knives, fruit extractor	Without juice extractor With juice extractor	55.00 65.00
United Electrical Manufacturing Company Adrian, Mich.	Eskimo Kitchen Mechanic	Kitchen mixer	Stand mounted, gray and white enamel	7.00
Wahl Clipper Corp., Sterling, Ill.	Wahl Magnetic Mixer	Drink Mixer	No Adjustments	12.00

Oil House Heating Equipment

Manufacturer	Model and Trade Name	Type	Commercial Standard Fuel Grade No.	Combustion Chamber or Fire Pot	Radiation Sq. Ft. Steam Water	Ignition	Feed	Crated Weight Lbs.	Retail Price
Automatic Burner Corp. 312 North May St. Chicago, Ill.	ABC Type E ABC Type H	Rotary cup	3 1	Bowl type Refractory base	3,000- 4,500 800- 1,280	Electric or gas Gas	{ Centrifugal } force	148 120	\$400.00-\$1,500.00 390.00- 600.00
Baker Oil Burner Corp. 1926 Broadway New York, N. Y.	M Baker Automatic L L	Spray with oppos- ing air blast Atomizing Gun type Gun type	2 3 3	Air cooled 10" dia. Brick Brick	800- 1,200 1,500- 2,200 4,000- 6,000 600- 2,000 4,000- 6,000	Electric Electric Electric	Pressure Pressure Pressure	365 290 300	550.00 650.00 750.00 500.00 600.00
Boston Machine Works Co. 7 Willow St. Lynn, Mass.	Economy Sure Heat	Atomizing and vaporizing	1	Firebrick in bowl	1,500- 2,000	Gas	Pressure	250	395.00
	Sure Heat Junior	Atomizing and vaporizing	1	Firebrick in bowl	500- 1,200	Gas and electric	Pressure	200	475.00
Combustion Fuel Oil Burner Co. 10 Keefe Ave. Milwaukee, Wis.	0 Combustion	Atomizing air jet	2	Built in firebrick	500- 750	Electric or gas pilot	Pressure	240	375.00 Elec. ignition 400.00
	1 Combustion	Atomizing air jet	2	Built in firebrick	1,000- 1,610	Electric or gas pilot	Pressure	245	400.00 Elec. ignition 425.00
	3 Combustion	Atomizing air jet	2	Built in firebrick	2,400- 3,800	Electric or gas pilot	Pressure	260	450.00 Elec. ignition 560.00
	4 Combustion	Atomizing air jet	2	Built in firebrick	4,000- 6,400	Electric or gas pilot	Pressure	575	610.00 Elec. ignition 710.00
	6 Combustion	Atomizing air jet	2	Built in firebrick	8,000-12,800	Electric or gas pilot	Pressure	650	760.00 Elec. ignition 910.00
	8 Combustion	Atomizing air jet	2	Built in firebrick	12,000-19,200	Electric or gas pilot	Pressure	800	910.00 Elec. ignition 960.00
	B6 B20	{ Nozzle with } blower	2 2	Built in firebrick Built in firebrick	1,200 5,000	Electric or gas Electric or gas			362.00 412.00
*Includes contactor controls, Minneapolis controls, obtainable at higher price for all models.									
Electrol, Incorporated 227 E. 45th St. New York City	TJ Electrol T Electrol TD Electrol	Atomizing mechanical Atomizing mechanical Atomizing Mechanical	3 3 3	Built in firebrick Built in firebrick Built in firebrick	800-1,300 3,000 5,500 7,500-12,000	Electric Electric Electric	Pressure Pressure Pressure	180 310 380	Not given Not given Not given

Oil House Heating Equipment—Continued

Appliance

Manufacturer	Model and Trade Name	Type	Commercial Standard Fuel Grade No.	Combustion Chamber or Fire Pot	Radiation Sq. Ft. Steam Water	Ignition	Feed	Crated Weight Lbs.	Retail Price
Fluid Heat, Inc. 2637 Greenmount Ave. Baltimore, Md.	Fluid Heat Type T	Atomizing Mechanical		Vertical flame No firebricking necessary	1200-1500	Gas or electric	Pressure	200	Not given
	Fluid Heat Type C	Atomizing Mechanical		Vertical flame No firebricking necessary	2000-3000	Gas or electric	Pressure	360	Not given
International Burners Corp. 225 West 34th St. New York City	1 Calorol	Atomizing and vaporizing Natural draft	3-2-1	Built in firebrick	1,250- 2,000	Electric, gas and electric-gas	Suction	238	Not given
	2 Calorol	Atomizing and Vaporizing Natural draft	3-2-1	Built in firebrick	2,500- 4,000	Electric, gas and electric-gas	Suction	274	Not given
	3 Calorol	Atomizing and Vaporizing Natural draft	3-2-1	Built in firebrick	3,750- 6,000	Electric, gas and electric-gas	Suction	378	Not given
	4 Calorol	Atomizing and Vaporizing Natural draft	3-2-1	Built in firebrick	5,000- 8,000	Electric, gas and electric-gas	Suction	404	Not given
	5 Calorol	Atomizing and Vaporizing Natural draft	3-2-1	Built in firebrick	6,250-10,000	Electric, gas and electric-gas	Suction	505	Not given
	2 Crescent	Atomizing	3-2-1	Combustion Chamber	600	Electric gas	Pressure centrifugal force		
	2 1/2 Crescent				750				
	3 Crescent				900				
	4 Crescent				1,200				
	5 Crescent				1,500				
	6 Crescent				1,800				
	7 Crescent				2,100				
	Victory	Vaporizing	2	Vertical rotary	600- 3,000				
Hardinge Bros., Inc. 449 Ravenswood Ave. Chicago, Ill.	Hardinge	Atomizing centrifugal fire	3-2-1	Firebrick bowl	25,000-40,000	Gas pilot and electric	Pressure and gravity	300-800	Not given
S. T. Johnson Co. 940 Arlington Ave. Oakland, Calif.	Johnson B Junior	Centrifugal Atomizing Horizontal Rotary	3-2-1	Built in firebrick	750	Gas or electric	Gravity or Pressure	190	Not given
	Johnson 26A 1 1/2	Centrifugal Atomizing Horizontal Rotary	3-2-1	Built in firebrick	800	Gas or electric	Pump suction	235	Not given
	Johnson 26A 2 1/2	Centrifugal Atomizing Horizontal Rotary	3-2-1	Built in firebrick	2,775	Gas or electric	Pump suction	255	Not given
	Johnson 26A 3 1/2	Centrifugal Atomizing Horizontal Rotary	3-2-1	Built in firebrick	6,950	Gas or electric	Pump suction	285	Not given
	Johnson 26A 4 1/2	Centrifugal Atomizing Horizontal Rotary	3-2-1	Built in firebrick	13,900	Gas or electric	Pump suction	450	Not given
	Johnson 26A 5 1/2	Centrifugal Atomizing Horizontal Rotary	3-2-1	Built in firebrick	27,800	Gas or electric	Pump suction	525	Not given
	Johnson 25 6 sizes	Centrifugal Atomizing Horizontal Rotary	3-2-1	Built in firebrick	600-41,700	Manual and gas	Gravity, pressure or pump suction	175 to 475	Not given
	Johnson Whirlwind 6 sizes	Blower Atomizing	3-2-1	Built in firebrick	500-4,000	Manual and gas	Gravity or pressure	100 to 130	Not given
	Johnson Natural Draft (4 sizes)	Natural draft	2-1	For installation in range, cookstove, heater	200-1,000	Manual and gas	Gravity	11 1/2 to 49 1/2	
Marr Oil Heat Mach. Corp. 97 S. Eleventh St., Minneapolis, Minn.	G-4	Atomizing			1200-2200	Gas or oil pilot	Gravity	240	\$40.00
	G-5	Atomizing			1800-3200	Gas or oil pilot	Gravity	242	45.00
	H	Atomizing			750-1250	Gas or oil pilot	Vaporizing	125	75.00
	E-9	Atomizing			1200-2200	Gas or oil pilot	Pump	314	43.00
	E-10	Atomizing			1800-3200	Gas or oil pilot	Pump	316	50.00
	E-11	Atomizing			2400-4000	Gas or oil pilot	Pump	318	60.00
	E-12	Atomizing			3600-5800	Gas or oil pilot	Pump	320	70.00
	EC-1	Atomizing			2200-3800	Gas or oil pilot	Pump	345	60.00
	EC-2	Atomizing			3600-6000	Gas or oil pilot	Pump	355	70.00
	EC-3	Atomizing			4200-6600	Gas or oil pilot	Pump	365	76.00
	EC-7	Atomizing			5400-9400	Gas or oil pilot	Pump	365	83.00
	EC-8	Atomizing			7000-12000	Gas or oil pilot	Pump	375	91.00
	EC-9	Atomizing			9000-18000	Gas or oil pilot	Pump	385	108.00
May Oil Burner Co. Baltimore, Md.	L	Atomizing mechanical	3-2-1	Built in firebrick	2,400- 4,000	Electric	Pressure		
	Quiet May C	Atomizing mechanical	3-2-1	Built in firebrick	8,400-14,000	Electric	Pressure		
	Quiet May A	Atomizing mechanical	3-2-1	Built in firebrick	600- 1,000	Electric	Pressure		
	Quiet May Type "M"	Atomizing mechanical	3-2-1	Built in firebrick	900-1400	Electric	Pressure		
	Quiet May Type "R"	Atomizing mechanical	3-2-1	Built in firebrick	16,000-24,000	Electric	Pressure		
	Quiet May	Atomizing mechanical							
Morrissey Oil Burner Corp. 225 N. Michigan Ave., Chicago, Ill.	M-2	Atomizing			Up to 1500	Electric		150	\$395.00*
	M-3	Atomizing			Up to 4000	Electric		200	450.00*
	M-4	Atomizing			Up to 7500	Electric		250	600.00*
	M-5	Atomizing			Up to 10,000	Electric		280	700.00*
	M-6	Atomizing			Up to 15,000	Electric		300	800.00*
Without tank	M-7	Atomizing			Up to 20,000	Electric		350	900.00

Manufacturer	Model and Trade Name	Type	Commercial Standard Fuel Grade No	Combustion Chamber or Fire Pot	Radiation Sq. Ft. Steam Water	Ignition	Freed	Crated Weight Lbs.	Retail Price
Perfection Stove Co., Inc. Cleveland, Ohio	Perfection Model C	Atomizing vertical rotary		For installation in furnace ashpit		Gas			475.00 to 495.00
Petroleum Heat & Power Co. Stamford, Conn.	Petro LD-0	Atomizing air driven turbine cup	No. 3	Built in firebrick	1,000	Electric or electric-gas	Pump		Not given
	G-2	Atomizing Nozzle	No. 3	Built in firebrick	2,400	Electric only	Pump		Not given
	G-3	Atomizing Nozzle	No. 3	Built in firebrick	5,000	Electric only	Pump		Not given
	Petro LD-1	Atomizing air driven turbine cup	No. 3	Built in firebrick	2,000	Electric or electric-gas	Pump		Not given
	Petro LD-2	Atomizing air driven turbine cup	No. 3	Built in firebrick	4,000	Electric or electric-gas	Pump		Not given
	Petro LD-3	Atomizing air driven turbine cup	No. 3	Built in firebrick	8,000	Electric or electric-gas	Pump		Not given
	Petro LD-4	Atomizing air driven turbine cup	No. 3	Built in firebrick	17,000	Electric—Gas only	Pump		Not given
	Petro LB-1-AH	Atomizing air driven turbine cup	Fuel oil of any gravity incl. No. 6	Built in firebrick	10,000	Electric—gas only	Pump		
	Petro LB-2-AH	Atomizing air driven turbine cup		Built in firebrick	21,000		Pump		
	Petro LB-4-AH	Atomizing air driven turbine cup		Built in firebrick	29,000		Pump		
	Nokol R	Motor driven hor. plate	No. 1	Firebrick chamber	1,300	Gas only	Gravity		
	Nokol L	Low air vel. Nozzle	No. 1	Pot type	2,060	Gas only	Gravity		
	Nokol G-1	Atomizing Nozzle	No. 3	Built in firebrick	600	Electric only	Pump		
	Nokol N	Motor driven hor. plate.	No. 3	Unit has firebrick chamber	10,000	Electric or gas	Pump		
Preferred Oil Burners, Inc. Peoria, Ill. Mfgs. Hart Oil Burners	6 sizes Hart 4-sizes Hart	Atomizing mechanical Atomizing mechanical	No. 3 No. 3	Built in firebrick Built in firebrick	Up to 5,000 Up to 20,000	Electric gas-electric Electric, gas-Electric	Vacuum Pressure Vacuum Pressure		Not given Not given
Rayfield Mfg. Co. 21st and Rockwell Sts. Chicago, Ill.	Rayfield Junior Rayfield, 1 Rayfield, 1½ Rayfield, 2 Rayfield, 2½ Rayfield, 3 Rayfield Companion	Atomizing Atomizing Atomizing Atomizing Atomizing Atomizing	3-2-1 3-2-1 3-2-1 3-2-1 3-2-1 3-2-1 3	Crushed firebrick Crushed firebrick Crushed firebrick Crushed firebrick or built-in firebox Built in firebrick	700-1125 1500-2400 2100-3400 3300-5300 4,500 6,000 700-1,125	Electric Electric Electric Electric Electric Electric	Pressure Pressure Pressure Pressure Pressure Pressure		Not given
*(18-20° pre-heat).									
Ray Burner Co. 170 Sutter St. San Francisco, Calif.	00 00-C Ray Rotary 0 Ray Rotary 1 Ray Rotary 150 Ray Rotary 2 Ray Rotary 3 Ray Rotary 4 Ray Rotary 5 Ray Rotary	Angular vane nozzle Atomizing Angular vane nozzle Atomizing Angular vane nozzle Atomizing Angular vane nozzle Atomizing Angular vane nozzle Atomizing Angular vane nozzle Atomizing Angular vane nozzle Atomizing Angular vane nozzle Atomizing	No. 4 Nos. 2 and 5 Nos. 2 and 5 Nos. 2 and 5 Nos. 2 and 5 Nos. 2 and 5 Nos. 2 and 5 Nos. 2 and 5 Nos. 2 and 5 Nos. 2 and 5 Nos. 2 and 5 Nos. 2 and 5 Nos. 2 and 5 Nos. 2 and 5 Nos. 2 and 5	Built in firebrick Built in firebrick Built in firebrick Built in firebrick Built in firebrick Built in firebrick Built in firebrick Built in firebrick Built in firebrick Built in firebrick Built in firebrick Built in firebrick Built in firebrick Built in firebrick Built in firebrick		Electro-gas Straight gas Straight electric Electro-gas Straight gas Straight electric Electro-gas Straight gas Straight electric Electro-gas Straight gas Straight electric Electro-gas Straight gas Straight electric Electro-gas or gas	Pump or gravity Pump or gravity Pump or gravity Pump or gravity Pump or gravity Pump or gravity Pump or gravity Pump or gravity Pump or gravity Pump or gravity Pump or gravity Pump or gravity Pump or gravity Pump or gravity Pump or gravity Pump or gravity		Not given
Relf Rexoil, Inc. 52 E. North St. Buffalo, N. Y.	C Rexoil D Rexoil H Rexoil	Vaporizing Atomizing mechanical draft	No. 1 to 2 No. 3 to 4 No. 3 to 4	Metal 10"x4" Spiral cone flame Built in firebrick Built in brick	850-1,400 5,000 6,000	Gas pilot Electric Electric	Gravity Low Pressure High Pressure		350.00 { Under 500.00 installed Under 600.00 installed
Silent Automatic Corp. 225 Meldrum Ave. Detroit, Mich.	Silent Automatic	Atomizing and vaporizing rotary	No. 1	Refractory Hearth and special tile	2,500-4,000	Gas or electric	Gravity and rotating picks	150	Not given
Summerheat Corp. of America Dowagiac, Mich.	Summerheat	Atomizing air blast	Nos. 1 to 2	Attaches to feed door	1,000-1,600	Electric	Pressure and gravity	120	\$395.00 with 250 gal. tank
*Two other models same size, gas ignition or electric ignition.									
Sundstrand Engineering Co. Rockford, Ill.	Sundstrand	Atomizing air-oil jet	2-1	Metal fire pot	800-3,000	Electric	Pressure	350	425.00-530.00
Super Oil Heater Co. 1027 Newport Ave. Pawtucket, R. I.	Super Automatic	Atomizing disc flame Mechanical draft	2-1	Firebrick in bowl	600-1,000	Gas pilot or electric	Pressure	120	Not given

Oil House Heating Equipment—Continued

Appliance

Manufacturer	Model and Trade Name	Type	Commercial Standard Fuel Grade No.	Combustion Chamber or Fire Pot	Radiation Sq.Ft. Steam Water	Ignition	Feed	Crated Weight Lbs.	Retail Price
Sword & Kimber Co. 4861 Stanton Ave. Philadelphia, Pa.	Sword Silent	Atomizing Recirculation of hot gas	1	Air cooled gas pot	1,200- 2,000	Gas and electric pilot	Pressure	350	
Timken-Detroit Co. 100-400 Clark Ave., Detroit, Mich.	Timken Rotary	Atomizing	3-2-1	Refractory Hearth	3,500- 4,700	Gas or Electric	Gravity		Not given
Wayne Home Equipment Co. Fort Wayne, Ind.	Wayne 6 sizes	Atomizing mechanical	No. 3	Built in firebrick	1,500- 8,000 Max.	Electric or gas	Pressure	700 700 700	350.00 to 750.00
Williams Oil-O-Matic Heating Corp. Bloomington, Ill.	1200 Oil-O-Matic	Atomizing mechanical and spray	3-2-1	Built in firebrick	1,500- 2,400	Electric and gas	Pressure		
	1800 Oil-O-Matic	Atomizing, mechanical and spray	3-2-1	Built in firebrick	4,000- 6,400	Electric and gas	Pressure		
	10" Dist-O-Matic	Generating	1	Pressed steel	225 sq.ft.— 360 sq.ft.	Gas or oil	Gravity		
	13" Dist-O-Matic	Generating	1	Pressed steel	420 sq.ft.— 720 sq.ft.	Gas or oil	Gravity		
Winslow Boiler and Engineering Co. 844 Rush St., Chicago, Ill.	805 Kleen-Heet	Atomizing Vaporizing hot plate, gas heated	3-2-1		600 to 6,800 1,000 to 11,100	Electric spark	Pump	250	650.00
	GJ	Atomizing	1	Metal fire pot	400 to 1,200 600 to 2,000	Gas pilot	Gravity	250	400.00
	Kleen-Heet "Challenger"	Premixing	1	Metal fire pot	300 to 600 500 to 1,000	Gas pilot	Gravity	245	385.00
	Kleen-Heet								

Percolators

Trade Name, Model	Capacity	Design and Finish	Retail Price	Trade Name, Model	Capacity	Design and Finish	Retail Price
Aluminum Cooking Utensil Company, New Kensington, Pa.				The Dover Mfg. Co., Dover, Ohio			
<i>Wear-Ever</i>				<i>Electric Percolators</i>			
1271, Percolator.....	4-cup	Sugar Bowl, Aluminum.....	\$5.50	714, Creole.....	4-cup	Aluminum.....	\$2.95
1272, Percolator.....	8-cup	Sugar Bowl, Aluminum.....	5.95	716, Creole.....	6-cup	Aluminum.....	3.45
1273, Percolator.....	12-cup	Sugar Bowl, Aluminum.....	6.95	718, Creole.....	8-cup	Aluminum.....	3.95
1346, Percolator.....	8-cup	Loving Cup, Aluminum.....	6.95	704, Gray Dawn.....	4-cup	Aluminum.....	4.50
<i>(Elements: Nichrome IV Prices slightly different in far west)</i>				706, Gray Dawn.....	6-cup	Aluminum.....	5.50
Armstrong Elec. & Mfg. Corp., Huntington, W. Va.				708, Gray Dawn.....	8-cup	Aluminum.....	6.50
<i>Armstrong Automatic</i>				727, Silver Fawn.....	7-cup	Aluminum.....	6.00
Percolator.....		Nickel Finish, Black Handles, 500 watts	14.75	607, Olympic.....	7-cup	Nickel.....	10.50
Percoaster, Combination per- colator and toaster		Nickel, black and colors, 1115 watts	11.85	627-704, Empress.....	7-cup	Nickel.....	14.50
Beardsley & Wolcott Mfg. Co., Waterbury, Conn.				617-704, Raleigh.....	7-cup	Nickel.....	14.00
<i>Torrid</i>				645, Sydenham.....	5-cup	Nickel.....	9.50
Percolator Set R213.....	7-cup	Butler, Silver Plate on Nickel-Silver.....	47.50	647-704, Sydenham.....	7-cup	Nickel.....	12.75
Percolator Set R233.....	9-cup	Butler, Silver Plate on Nickel-Silver.....	49.50	648-704, Sydenham.....	9-cup	Nickel.....	14.00
Urn Set R263.....	7-cup	Butler, Silver Plate on Nickel-Silver.....	49.50	Per No. 949-704, Sydenham	9-cup	Nickel.....	25.00
Urn Set R283.....	9-cup	Butler, Silver Plate on Nickel-Silver.....	51.50	Per No. 917-704, Raleigh.....	7-cup	Nickel.....	27.50
Percolator R203.....	7-cup	Butler, Silver Plate on Nickel-Silver.....	25.00	Per No. 927-704, Empress.....	7-cup	Nickel.....	29.50
Percolator R223.....	9-cup		27.00	658-704, Oxford, Urn.....	8-cup	Nickel.....	20.50
Urn R253.....	7-cup		27.00	659-704, Sunnyside, Urn.....	9-cup	Nickel.....	22.00
Urn R273.....	9-cup		29.00	669-704, Hostess, Urn.....	9-cup	Nickel.....	19.50
Percolator PO400.....	8-cup	Paneled, Aluminum.....	3.75	657-704, Cromwell, Urn.....	7-cup	Nickel.....	17.25
Percolator PO100.....	4-cup	Paneled, Aluminum.....	3.50	959-704, Sunnyside, Urn.....	9-cup	Nickel.....	38.75
P2010.....	7-cup	Copper, Cold-Water Type.....	10.95	969-704, Hostess, Urn.....	9-cup	Nickel.....	34.25
P4000.....	7-cup	Alum., Cold-Water Type.....	6.95	957-704, Cromwell, Urn.....	7-cup	Nickel.....	32.75
Percolator 5010.....	7-cup	Copper, Cold-Water Type.....	9.95	Dowd-Rodgers Co., Inc., 95 Madison Avenue, New York City			
Percolator P6010.....	9-cup	Copper, Cold-Water Type.....	10.95	<i>Dowd-Rodgers Percolator</i>			
Urn P7010.....	10-cup	Copper, Cold-Water Type.....	13.95	7-cup	Plain, Paneled, Nickel, Silver, Ham- mered Silver.....	14.50 up
Percolator Set P5210.....	7-cup	Copper, Cold-Water Type.....	19.95	<i>(Elements: Chromel A, C, Solar and Tophet)</i>			
Percolator Set P6210.....	9-cup	Copper, Cold-Water Type.....	20.95	Edison Electric Appliance Co., 5600 West Taylor St., Chicago, Ill.			
Percolator Set P5110.....	7-cup	Copper, Cold-Water Type.....	21.95	<i>Hotpoint</i>			
Percolator Set P6110.....	9-cup	Copper, Cold-Water Type.....	22.95	144-P-18, Urn.....	8-cup	Grecian.....	23.00
Urn Set P7210.....	10-cup	Copper, Cold-Water Type.....	23.95	114-P-19, Urn.....	8-cup	American.....	31.00
Urn Set P7110.....	10-cup	Copper, Cold-Water Type.....	25.95	114-P-20, Urn.....	8-cup	Revere.....	27.50
Bersted Mfg. Co., 5201 West 65th St., Chicago, Ill.				115-P-20, Urn.....	8-cup	Dolly Madison, Nickel.....	31.50
<i>Bersted</i>				116-P-20, Urn.....	8-cup	Dolly Madison, Silver.....	36.50
33, Percolator.....	8-cup	Nickel, Plate.....	10.00	114-P-33, Percolator.....	5-cup	American.....	24.25
34, Percolator Set (4 pcs.)	8-cup	Nickel.....	22.00	114-P-34, Percolator.....	5-cup	Revere.....	21.75
35, Percolator Set (4 pcs.)	8-cup	Nickel.....	24.75	115-P-34, Percolator.....	5-cup	Dolly Madison, Nickel.....	25.50
42, Percolator Set (4 pcs.)	8-cup	Nickel.....	21.00	116-P-34, Percolator.....	5-cup	Dolly Madison, Silver.....	29.50
43, Percolator.....	8-cup	Copper, Nickel Plated.....	8.00	114-P-35, Percolator.....	6-cup	Roman.....	10.50
44, Urn.....	8-cup	Copper, Nickel Plated.....	11.00	144-P-36, Urn.....	6-cup	Roman.....	12.50
37, Urn.....	10-cup	Nickel.....	13.00	145-P-36, Urn.....	6-cup	Virginian.....	14.00
38, Urn Set (4 pcs.)	10-cup	Nickel.....	27.50	114-P-37, Percolator.....	6-cup	Colonial.....	14.75
39, Urn Set (4 pcs.)	10-cup	Nickel.....	24.50	144-P-38, Urn.....	6-cup	Colonial.....	16.75
Central Flatiron Mfg. Co., Johnson City, N. Y.				115-P-39, Percolator.....	6-cup	Plymouth.....	8.45
645..... <i>Betsy Ross</i>	5-cup		6.00	117-P-39, Percolator.....	6-cup	Olympian.....	10.00
648.....	8-cup		6.50	117-P-40, Urn.....	6-cup	Olympian.....	11.50
<i>(Elements: Nichrome and Nichrome IV)</i>				114-P-42, Percolator.....	6-cup	Trenton.....	12.50
Chicago Flexible Shaft Co., Roosevelt Rd. and Central Ave., Chicago, Ill.				115-P-43, Percolator.....	6-cup	Louis Sixteenth.....	17.50
E-1007, Percolator.....			11.00	115-P-44, Urn.....	6-cup	Louis Sixteenth Chromeplate.....	19.50
E-2008, Percolator.....			13.50	114-P-45, Percolator.....	8-cup	Roman.....	12.50
W-3007, Perco ator.....			8.95	115-P-45, Percolator.....	8-cup	Virginian.....	13.50
W-4007, Percolator.....			11.45	144-P-46, Urn.....	9-cup	Roman.....	14.50
Dominion Electric Mfg. Co., 712-22 Ontario Ave., West, Minneapolis, Minn.				145-P-46, Urn.....	9-cup	Virginian.....	15.50
81, Percolator, <i>Dominion</i>	8-cup	Aluminum, Colonial.....	6.00	114-P-47, Percolator.....	8-cup	Colonial.....	15.50
80, Percolator.....	8-cup	Aluminum, Paneled.....	4.00	144-P-48, Urn.....	9-cup	Colonial.....	17.50
79, Domino.....	6-cup	Aluminum, Paneled.....	3.75	115-P-53, Percolator.....	8-cup	Louis Sixteenth Chromeplate.....	19.50
78, Domino.....	4-cup	Aluminum, Paneled.....	3.75	115-P-54, Urn.....	9-cup	Louis Sixteenth Chromeplate.....	21.50
83, Percolator.....	9-cup	Copper, Nickel Plated, Colonial.....	12.00	114-P-55, Percolator.....	3-cup	Roman.....	9.50
84, Urn.....	9-cup	Copper, Nickel Plated, Colonial.....	15.00	114-P-62, Urn.....	6-cup	Birmingham.....	21.00
83, Percolator Set with Gold Lined Sugar and Creamer.....			24.50	114-P-63, Percolator.....	6-cup	Concord.....	23.00
84, Urn Set with Gold Lined Sugar and Creamer.....			27.50	114-P-64, Urn.....	6-cup	Concord.....	23.00
<i>(Elements: Nichrome IV and Chromel A)</i>				114-P-67, Percolator.....	6-cup	Florentine, Nickel.....	20.00
				119-P-67, Percolator.....	6-cup	Florentine Chromeplate.....	24.00
				114-P-74, Urn.....	9-cup	Concord.....	25.00
				114-P-78, Urn.....	9-cup	Florentine, Nickel.....	24.00
				119-P-78, Urn.....	9-cup	Florentine, Chromeplate.....	30.00

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Percolators—Continued

Trade Name, Model	Capacity	Design and Finish	Retail Price
Edison Elect. Appliance Co., 5600 W. Taylor St., Chicago, Ill.—Continued			
144-S-18, Urn Set.....	8-cup	Grecian.....	\$42.50
144-S-19, Urn Set.....	8-cup	American.....	48.50
144-S-20, Urn Set.....	8-cup	Revere.....	44.50
144-S-20, Urn Set.....	8-cup	Dolly Madison, Nickel.....	55.00
144-S-20, Urn Set.....	8-cup	Dolly Madison, Silver.....	65.00
144-S-33, Percolator Set.....	5-cup	American.....	41.75
144-S-34, Percolator Set.....	5-cup	Revere.....	38.75
144-S-34, Percolator Set.....	5-cup	Dolly Madison, Nickel.....	49.75
144-S-34, Percolator Set.....	5-cup	Dolly Madison, Silver.....	59.75
144-S-35, Percolator Set.....	6-cup	Roman.....	17.00
144-S-36, Urn Set.....	6-cup	Roman.....	19.00
144-S-36, Urn Set.....	6-cup	Virginian.....	21.50
144-S-37, Percolator Set.....	6-cup	Colonial.....	22.00
144-S-38, Urn Set.....	6-cup	Colonial.....	24.00
144-S-39, Percolator Set.....	6-cup	Plymouth.....	13.70
144-S-39, Percolator Set.....	6-cup	Olympian.....	16.50
144-S-40, Urn Set.....	6-cup	Olympian.....	18.00
144-S-42, Percolator Set.....	6-cup	Trenton.....	18.75
144-S-43, Percolator Set.....	6-cup	Louis Sixteenth Chromeplate.....	33.00
144-S-44, Urn Set.....	6-cup	Louis Sixteenth Chromeplate.....	35.00
144-S-45, Percolator Set.....	8-cup	Roman.....	19.00
144-S-45, Percolator Set.....	8-cup	Virginian.....	21.00
144-S-46, Urn Set.....	9-cup	Roman.....	21.00
144-S-46, Urn Set.....	9-cup	Virginian.....	23.00
144-S-47, Percolator Set.....	8-cup	Colonial.....	23.00
144-S-48, Urn Set.....	9-cup	Colonial.....	25.00
144-S-53, Percolator Set.....	8-cup	Louis Sixteenth.....	35.00
144-S-54, Urn Set.....	9-cup	Louis Sixteenth.....	37.00
144-S-55, Percolator Set.....	3-cup	Roman.....	14.75
144-S-62, Urn Set.....	6-cup	Birmingham.....	38.00
144-S-63, Percolator Set.....	6-cup	Concord.....	40.00
144-S-64, Urn Set.....	6-cup	Concord.....	42.00
144-S-67, Percolator Set.....	6-cup	Florentine, Nickel.....	34.50
144-S-67, Percolator Set.....	6-cup	Florentine, Chromeplate.....	42.00
144-S-74, Urn Set.....	9-cup	Concord.....	44.00
144-S-78, Urn Set.....	9-cup	Florentine, Nickel.....	38.50
144-S-78, Urn Set.....	9-cup	Florentine, Chromeplate.....	48.00

Thos. A. Edison Inc., Orange, N. J.			
Edicraft Siphonator.....	6-cup	Chromium.....	45.00
Menlo Siphonator, Urn Set.....	6-cup	Chromium.....	87.50

Everyday Elec. Co., Marion, Ind.			
108, Percolator.....		Paneled, Cord and Plug.....	3.75
		Paneled, less Cord and Plug.....	3.25

Gold Seal Electrical Co., Poughkeepsie, N. Y.			
No. 28, Percolator.....	8-cup	Colonial Type.....	6.00
28-A, Urn.....	8-cup		7.50
28-B.....	8-cup	Straight Side, Paneled Aluminum.....	3.50
28-C.....	4-cup	Straight Side, Paneled Aluminum.....	3.00

Great Northern Products Co., 17-19 E. Austin Ave., Chicago Ill.			
E-1602, Percolator.....	8-cup	Aluminum.....	5.25
E-1615, Percolator Set.....	8-cup		7.75
E-2602, Percolator Set.....	8-cup		8.25

Landers, Frary & Clark, New Britain, Conn.			
E-82569, Urn. Universal.....	9-cup	Butler Silver, Westminster.....	43.50
E-8266, Urn.....	6-cup	Loving Cup, Butler Silver.....	32.00
E-8369, Urn.....	9-cup	Loving Cup, Bright Silver.....	35.00
E-8269, Urn.....	9-cup	Loving Cup, Butler Silver.....	35.00
E-8159, Urn.....	9-cup	Farmington, Bright Silver.....	42.50
E-8259, Urn.....	9-cup	Farmington, Butler Silver.....	42.50
E-8281, Serving Urn.....	21-cup	Grecian, Butler Silver.....	33.00
E-9269-N, Urn.....	9-cup	Old English De Luxe, Nickel.....	26.50
E-9159-N, Urn.....	9-cup	Farmington, Nickel.....	31.50
E-9166-N, Urn.....	6-cup	Loving Cup, Nickel.....	22.50
E-9166-C, Urn.....	6-cup	Loving Cup, Copper.....	24.00
E-9169-N, Urn.....	9-cup	Loving Cup, Nickel.....	25.00
E-9169-C, Urn.....	9-cup	Loving Cup, Copper.....	26.50
E-9189-N, Urn.....	9-cup	Grecian, Nickel.....	24.00
E-91816-N, Urn.....	16-cup	Grecian, Nickel.....	29.50
E-91446-N, Urn.....	6-cup	Patriot, Nickel.....	19.25
E-91449-N, Urn.....	9-cup	Patriot, Nickel.....	21.50
E-91726-N, Urn.....	6-cup	Paul Revere, Nickel.....	18.00
E-91729-N, Urn.....	9-cup	Paul Revere, Nickel.....	19.75
E-9199-N, Urn.....	9-cup	Puritan, Nickel.....	21.00
E-91759-N, Urn.....	9-cup	Athenian, Nickel.....	21.00
E-91739-N, Urn.....	9-cup	Roman, Nickel.....	20.00
E-9106-N, Urn.....	6-cup	Dutch Colonial, Nickel.....	19.25
E-9109-N, Urn.....	9-cup	Dutch Colonial, Nickel.....	21.00
E-8656, Percolator.....	6-cup	Farmington, Bright Silver.....	32.50
E-8556, Percolator.....	6-cup	Farmington, Butler Silver.....	32.50
E-8686, Percolator.....	6-cup	Grecian, Butler Silver.....	25.00
E-9656-N, Percolator.....	6-cup	Farmington, Nickel.....	26.50
E-9686-N, Percolator.....	6-cup	Grecian, Nickel.....	18.50
E-9644-N, Percolator.....	4-cup	Colonial, Nickel.....	14.00
E-9646-N, Percolator.....	6-cup	Colonial, Nickel.....	14.75
E-9649-N, Percolator.....	9-cup	Colonial, Nickel.....	16.50
E-9606-N, Percolator.....	6-cup	Dutch Colonial, Nickel.....	14.50
E-9872-N, Percolator.....	2-cup	Continental, Nickel.....	9.00
E-9876-N, Percolator.....	6-cup	Continental, Nickel.....	10.00
E-8256904, Urn Set.....	9-cup	Westminster, French Gray, Butler Silver.....	87.50
E-826604, Urn Set.....	6-cup	Loving Cup, Butler Silver.....	68.50
E-826904, Urn Set.....	9-cup	Loving Cup, Butler Silver.....	71.50
E-815904, Urn Set.....	9-cup	Farmington, Bright Silver.....	86.50
E-825904, Urn Set.....	9-cup	Farmington, Butler Silver.....	86.50
E-926904-N, Urn Set.....	9-cup	Old English De Luxe, Nickel.....	50.25
E-918904-N, Urn Set.....	9-cup	Grecian, Nickel.....	48.75
E-915904-N, Urn Set.....	9-cup	Farmington, Nickel.....	58.00
E-916604-N, Urn Set.....	6-cup	Loving Cup, Nickel.....	44.75
E-916604-C, Urn Set.....	6-cup	Loving Cup, Copper.....	48.25
E-916904-N, Urn Set.....	9-cup	Loving Cup, Nickel.....	47.25
E-916904-C, Urn Set.....	9-cup	Loving Cup, Copper.....	50.75
E-910604-N, Urn Set.....	6-cup	Dutch Colonial, Nickel.....	31.50
E-910604-C, Urn Set.....	6-cup	Dutch Colonial, Nickel.....	33.25
E-9239, Urn.....	9-cup	Aladdin, Nickel.....	24.00
E-9369, Urn.....	9-cup	Marie Antoinette, Nickel.....	25.00
E-93729, Urn.....	9-cup	Lexington, Nickel.....	21.00

Trade Name, Model	Capacity	Design and Finish	Retail Price
Landers, Frary & Clark, New Britain, Conn.—Continued			
E-9119, Urn.....	9-cup	Monticello, Nickel.....	\$31.50
E-88759, Urn.....	9-cup	Athenian, Hammered Silver.....	41.50
E-8526, Percolator.....	6-cup	Westminster, Silver.....	30.00
E-88376, Percolator.....	6-cup	Lexington, Nickel.....	11.00
E-9175904, Urn Set.....	9-cup	Athenian, Hammered Silver.....	79.50
E-923904, Urn Set.....	9-cup	Athenian, Nickel.....	40.00
E-937, Percolator.....	9-cup	Aladdin, Nickel.....	44.50
E-7546, Percolator.....	7-cup	Nickel.....	8.95
E-9346, Percolator.....	6-cup	Chromium, Old English.....	21.50
E-9345, Percolator.....	5-cup	Nickel, Paneled.....	10.50
E-9347, Percolator.....	7-cup	Nickel, Paneled.....	11.50
E-9379, Percolator.....	9-cup	Nickel, Paneled.....	13.00
E-9376, Percolator.....	6-cup	Nickel, Marie Antoinette.....	12.00
E-9579, Percolator.....	9-cup	Nickel, Marie Antoinette.....	13.50
E-9537, Percolator.....	7-cup	Nickel, Charleston.....	10.50
E-9564, Percolator.....	4-cup	Nickel, LaSalle.....	11.25
E-9567, Percolator.....	7-cup	Nickel, LaSalle.....	12.75
E-9726, Percolator.....	6-cup	Nickel, Raleigh.....	14.00
E-9729, Percolator.....	9-cup	Nickel, Raleigh.....	15.50
E-9959, Percolator.....	6-cup	Nickel, Plain.....	8.45
E-9959, Percolator.....	9-cup	Nickel, Plain.....	10.50
E-9446, Percolator.....	6-cup	Jeweled Colonial (Sapphire).....	16.00
E-9446, Percolator.....	9-cup	Jeweled Colonial (Sapphire).....	17.50
E-9476, Percolator.....	6-cup	Jeweled Empire (Sapphire).....	14.50
E-9476, Percolator.....	9-cup	Jeweled Empire (Sapphire).....	16.00
E-9546, Percolator.....	6-cup	Jeweled Colonial (Garnet).....	16.00
E-9546, Percolator.....	9-cup	Jeweled Colonial (Garnet).....	17.50
E-95610, Percolator.....	10-cup	Nickel, LaSalle.....	14.50
E-9576, Percolator.....	6-cup	Jeweled Empire (Garnet).....	14.50
E-9576, Percolator.....	9-cup	Jeweled Empire (Garnet).....	16.00
E-9646, Percolator.....	6-cup	Jeweled Colonial (Jade).....	16.00
E-9646, Percolator.....	9-cup	Jeweled Colonial (Jade).....	17.50
E-9676, Percolator.....	6-cup	Jeweled Empire (Jade).....	14.50
E-9676, Percolator.....	9-cup	Jeweled Empire (Jade).....	16.00
E-376, Percolator.....	6-cup	Nickel, Lexington.....	11.00
E-946, Percolator.....	6-cup	Aluminum, Paneled.....	8.00
E-946, Percolator.....	9-cup	Aluminum, Paneled.....	8.50
E-9614, Percolator.....	14-cup	Aluminum, Plain.....	9.25
E-9676, Percolator.....	6-cup	Aluminum, Plain.....	7.00
E-9766, Percolator.....	6-cup	Aluminum, Plain.....	5.95
E-7219, Urn.....	9-cup	Chromium, Lafayette.....	42.00
E-7249, Urn.....	9-cup	Chromium, Old English.....	31.50
E-9137, Urn.....	7-cup	Nickel, Norman.....	10.50
E-9177, Urn.....	7-cup	Nickel, Empire.....	12.00
E-9608, Urn.....	8-cup	Nickel, LaSalle.....	16.00
E-9610, Urn.....	10-cup	Nickel, LaSalle.....	17.50
E-91437, Urn.....	7-cup	Nickel, Fluted.....	15.50
E-91710, Urn.....	10-cup	Nickel, Empire.....	14.50
E-93710, Urn.....	10-cup	Nickel, Empire.....	16.00
E-9414, Urn.....	7-cup	Nickel, Marie Louise.....	14.50
E-94718, Urn.....	9-cup	Jeweled Colonial (Sapphire).....	19.75
E-95149, Urn.....	8-cup	Jeweled Colonial (Sapphire).....	17.50
E-95149, Urn.....	9-cup	Jeweled Colonial (Garnet).....	19.75
E-95718, Urn.....	8-cup	Jeweled Empire (Garnet).....	17.50
E-96149, Urn.....	9-cup	Jeweled Colonial (Jade).....	19.75
E-96718, Urn.....	8-cup	Jeweled Empire (Jade).....	17.50
E-97210, Urn.....	10-cup	Nickel, Raleigh.....	19.25
E-97217, Urn.....	7-cup	Nickel, Raleigh.....	17.50
E-9173904, Urn Set.....	9-cup	Roman, Nickel.....	38.00
E-936904, Urn Set.....	9-cup	Marie Antoinette, Nickel.....	46.00
E-9372904, Urn Set.....	9-cup	Lexington, Nickel.....	37.00
E-911904, Urn Set.....	9-cup	Monticello, Nickel.....	58.00
E-9837604, Percolator Set.....	6-cup	Lexington, Nickel.....	27.00
E-9876014, Percolator Set.....	6-cup	Continental, Nickel.....	19.00
E-987604, Percolator Set.....	6-cup	Continental, Nickel.....	17.60
Thermaz			
39447, Percolator.....	7-cup	Nickel.....	9.75
3947, Percolator.....	7-cup	Aluminum, Paneled.....	7.50
1956, Percolator.....	6-cup	Nickel.....	7.95
1959, Percolator.....	9-cup	Nickel.....	9.95

Manning, Bowman & Company, Meriden, Conn.

Manning-Bowman			
4190 9-S, Urn Set.....	9-cup	Silver Butler, Repousse Chased.....	75.00
3121 7, Percolator Set.....	7-cup	Nickel.....	37.00
3121 7-S, Percolator Set.....	7-cup	Silver, Butler.....	55.00
4210 9, Urn Set.....	9-cup	Nickel.....	27.50
4210 9-S, Urn Set.....	9-cup	Silver, Butler.....	50.00
4160 9, Urn Set.....	9-cup	Nickel.....	45.00
421 9, Urn.....	9-cup	Nickel.....	17.00
421 9-S, Urn.....	9-cup	Silver, Butler.....	30.00
408 7, Urn.....	7-cup	Nickel, Paneled.....	12.00
408 9, Urn.....	9-cup	Nickel, Paneled.....	13.00
309 7, Percolator.....	7-cup	Nickel, Paneled.....	11.00
312 7, Percolator.....	7-cup	Nickel.....	19.00
312 7-S, Percolator.....	7-cup	Silver, Butler.....	27.00
301 8, Percolator.....	8-cup	Aluminum.....	7.50
305 2, Percolator.....	2-cup	Nickel.....	8.50
302 8, Percolator.....	8-cup	Aluminum, Paneled.....	9.00
308 9, Percolator.....	9-cup	Nickel, Paneled.....	10.00
305 4, Percolator.....	4-cup	Nickel.....	9.50
4290 9, Urn Set.....	9-cup	Nickel.....	50.00
4290 9-S, Urn Set.....	9-cup	Silver, Butler.....	75.00
4300 9, Urn Set.....	9-cup	Nickel.....	42.00
4300 9-S, Urn Set.....	9-cup	Silver, Butler.....	65.00
429 9, Urn.....	9-cup	Nickel.....	28.00
430 9, Urn.....	9-cup	Nickel.....	23.00
429 9-S, Urn.....	9-cup	Silver, Butler.....	41.00
430 9-S, Urn.....	9-cup	Silver, Butler.....	36.00
4160 9-S, Urn Set.....	9-cup	Silver Butler.....	67.50
4500 9, Urn Set.....	9-cup	Nickel.....	47.00
4510 9, Urn Set.....	9-cup	Nickel.....	45.00
4990 6, Urn Set.....	6-cup	Nickel.....	28.00
4490 9, Urn Set.....	9-cup	Nickel.....	30.00
4492 9, Urn Set.....	9-cup	Nickel.....	40.00
4350 9, Urn Set.....	9-cup	Nickel.....	47.50

Percolators—Continued

Appliance

Trade Name, Model	Capacity	Design and Finish	Retail Price
Manning, Bowman & Co., Meriden, Conn.—Continued			
4350/98, Urn Set.....	9-cup	Silver Butler.....	\$72.50
4340/9, Urn Set.....	9-cup	Nickel.....	23.00
4330/9, Urn Set.....	9-cup	Nickel.....	32.00
201, Percolator Set.....	7-cup	Nickel with Green Trim.....	18.00
K-4470/9, Urn Set.....	9-cup	Aranium Butler.....	135.00
K-4470/9, Urn Set.....	9-cup	Aranium Bright.....	125.00
K-4500/9, Urn Set.....	9-cup	Aranium Bright.....	62.00
K-4250/9, Urn Set.....	9-cup	Aranium Bright.....	38.00
K-4160/9, Urn Set.....	9-cup	Aranium Bright.....	60.00
433/9, Urn.....	9-cup	Nickel Paneled.....	19.50
434/9, Urn.....	9-cup	Nickel.....	14.00
435/9, Urn.....	9-cup	Nickel.....	27.00
435/98, Urn.....	9-cup	Silver Butler.....	40.00
334/6, Percolator.....	6-cup	Nickel.....	14.00
334/9, Percolator.....	9-cup	Nickel.....	15.00
336/7, Percolator.....	7-cup	Nickel Paneled.....	12.00
K-336/7, Percolator.....	7-cup	Aranium Bright.....	15.00
K-337/6, Percolator.....	6-cup	Aranium Bright.....	18.00
K-4570/9, Urn Set.....	9-cup	Aranium Bright.....	93.00
K-4560/9, Urn Set.....	9-cup	Aranium Bright.....	83.00
K-4600/9, Urn Set.....	9-cup	Aranium Bright.....	75.00
K-4580/9, Urn Set.....	9-cup	Aranium Bright.....	62.00
K-4501/9, Urn Set.....	9-cup	Aranium Bright.....	61.00
K-4492/9, Urn Set.....	9-cup	Aranium Bright.....	51.00
K-4372/9, Urn Set.....	9-cup	Aranium Bright.....	40.00
K-4540/9, Urn Set.....	9-cup	Aranium Bright.....	55.00
K-4493/9, Urn Set.....	9-cup	Aranium Bright.....	45.00
K-352/7, Percolator.....	7-cup	Aranium Bright.....	16.00
4371/9, Urn Set.....	9-cup	Nickel.....	37.50
4371/98, Urn Set.....	9-cup	Silver Butler.....	60.00
4161/9, Urn Set.....	9-cup	Nickel.....	35.00
4312/9, Urn Set.....	9-cup	Nickel.....	25.00
3520/7, Percolator Set.....	7-cup	Nickel.....	22.50
451/9, Urn.....	9-cup	Nickel.....	25.00
450/9, Urn.....	9-cup	Nickel.....	24.00
449/6, Urn.....	6-cup	Nickel.....	18.50
449/9, Urn.....	9-cup	Nickel.....	20.50
431/9, Urn.....	9-cup	Nickel.....	16.00
416/9, Urn.....	9-cup	Nickel.....	23.00
416/98, Urn.....	9-cup	Silver Butler.....	35.00
437/9, Urn.....	9-cup	Nickel.....	19.50
437/98, Urn.....	9-cup	Silver Butler.....	31.00
434/9, Urn.....	9-cup	Nickel.....	14.00
352/7, Percolator.....	7-cup	Nickel Paneled.....	12.00
337/6, Percolator.....	6-cup	Nickel.....	15.00
300/7, Percolator.....	7-cup	Aluminum Paneled.....	6.50
Meriden Homelectrics			
21, Percolator.....	7-cup	Nickel, Paneled.....	9.00
20, Percolator.....	7-cup	Nickel.....	8.50
300, Urn Set.....	7-cup	Nickel.....	18.50
30, Urn.....	7-cup	Nickel.....	12.50
22, Percolator.....	9-cup	Nickel.....	9.50
31, Urn.....	7-cup	Nickel.....	14.00
310, Urn Set.....	7-cup	Nickel.....	21.25
210, Percolator Set.....	7-cup	Nickel.....	16.25
<i>(Elements: Chromel A and Nichrome IV)</i>			
Massillon Aluminum Co., Massillon, Ohio			
<i>Betty Bright</i>			
Percolator.....	4-cup	Aluminum.....	
Percolator.....	6-cup	Aluminum.....	
Percolator.....	5½-cup	Aluminum.....	
Metal Ware Corp., Two Rivers, Wis. (See Adv. P. 186)			
<i>Empire</i>			
S-64, Perc. Tea and Coffee.....	4-cup	Aluminum.....	\$5.50
710, Perc. Tea and Coffee.....	4-cup	Nickel.....	6.75
711, Percolator.....	6-cup	Nickel Paneled.....	8.50
712, Percolator.....	8-cup	Nickel, Paneled.....	9.50
S-68, Percolator.....	8-cup	Aluminum Loving Cup, Paneled.....	7.50
S-53, Percolator.....	4-cup	Aluminum, Paneled.....	5.00
S-56, Percolator.....	8-cup	Aluminum, Paneled.....	6.00
S-57, Percolator.....	6-cup	Aluminum, Paneled.....	5.50
S-61, Percolator.....	12-cup	Aluminum, Paneled.....	6.50
S-63, Percolator.....	2-cup	Aluminum, Paneled.....	3.25
714, Urn.....	8-cup	Nickel.....	15.00
822, Urn Set.....	8-cup	Nickel, Paneled.....	25.00
722, Percolator Set.....	8-cup	Nickel, Panel.....	19.50
1800, Percolator, Immersion Element.....	4-cup	Aluminum, Paneled.....	3.50
1801, Percolator, Immersion Element.....	6-cup	Aluminum, Paneled.....	3.75
1802, Percolator, Immersion Element.....	8-cup	Aluminum, Paneled.....	4.00
<i>(Elements: Nichrome and Nichrome IV)</i>			
National Stamping and Electric Co., 3212 W. Lake St., Chicago, Ill.			
<i>White Cross</i>			
281, Percolator.....	4-cup	Round Aluminum.....	4.40
271, Percolator.....	6-cup	Paneled, Aluminum.....	3.70
261, Percolator.....	8-cup	Paneled, Aluminum.....	3.90
241, Percolator.....	9-cup	Paneled, Aluminum.....	5.80
251, Percolator.....	7-cup	Round Aluminum.....	3.40
291, Percolator.....	6-cup	Nickel.....	7.50
292, Percolator.....	8-cup	Nickel.....	8.50
295, Percolator.....	8-cup	Nickel.....	9.50
296, Percolator.....	6-cup	Nickel.....	10.50
291-TS, Percolator Set.....	6-cup	Nickel.....	14.00
292-TS, Percolator Set.....	8-cup	Nickel.....	15.00
281-TS, Percolator Set.....	4-cup	Aluminum, Round.....	6.00
271-TS, Percolator Set.....	6-cup	Aluminum, Paneled.....	5.50
261-TS, Percolator Set.....	8-cup	Aluminum, Paneled.....	5.70
241-TS, Percolator Set.....	9-cup	Aluminum, Paneled.....	7.00
251-TS, Percolator Set.....	7-cup	Aluminum, Paneled.....	5.40
295-TS, Percolator Set.....			16.00
296-TS, Percolator Set.....			17.00
293, Urn.....	9-cup		14.00
297, Urn.....	9-cup		16.00
293, UTS Urn Set.....	9-cup		20.00
297, UTS Urn Set.....	9-cup		24.00

Trade Name, Model	Capacity	Design and Finish	Retail Price
Rome Mfg. Co., Rome, N. Y.			
<i>Rome</i>			
Percolator.....	6-cup	Nickel Plated Copper.....	\$6.00
Percolator.....	8-cup	Nickel Plated Copper.....	6.50
Percolator.....	6-cup	Nickel Plated Copper.....	7.00
Percolator.....	9-cup	Nickel Plated Copper.....	7.50
Percolator.....	6-cup	Nickel Plated Copper.....	8.00
Percolator.....	9-cup	Nickel Plated Copper.....	8.50
Percolator.....	8-cup	Nickel Plated Copper.....	12.00
Percolator.....	7-cup	Nickel Plated Copper.....	10.00
Percolator.....	7-cup	Nickel Plated Copper.....	8.50
Elec. Urn.....	7-cup	Nickel Plated Copper.....	8.50
Elec. Urn.....	7-cup	Nickel Plated Copper.....	10.00
Elec. Urn.....	7-cup	Nickel Plated Copper.....	12.00
Elec. Urn.....	9-cup	Nickel Plated Copper.....	15.00
Robeson Rochester Corp., Rochester, N. Y.			
5600358, Urn Set.....	10-cup	Royal Bouquet, Nickel Mounting.....	38.25
5700368, Urn Set.....	10-cup	Cobalt & Pearl, Nickel Mounting.....	34.25
5900330, Urn Set.....	10-cup	Golden Pheasant, Nickel Mounting.....	43.25
6100318, Urn Set.....	10-cup	Fawn & Rose, Nickel Mounting.....	34.50
6100240C, Urn Set.....	10-cup	Fawn & Rose, Nickel Mounting.....	47.25
6200308C, Urn Set.....	10-cup	Cobalt & Pearl, Nickel Mounting.....	46.00
6300374R, Urn Set.....	10-cup	Modernistic, Nickel Mounting.....	48.00
6300388C, Urn Set.....	10-cup	Modernistic, Nickel Mounting.....	65.00
75900458, Urn Set.....	10-cup	Golden Pheasant, Chrome Mounting.....	48.25
76100318, Urn Set.....	10-cup	Fawn & Rose, Chrome Mounting.....	39.50
76300358, Urn Set.....	10-cup	Modernistic, Chrome Mounting.....	54.50
5070354, Percolator Set.....	7-cup	Cobalt & Pearl, Nickel Mounting.....	28.00
517334, Percolator Set.....	7-cup	Royal Bouquet, Nickel Mounting.....	26.75
5270374R, Percolator Set.....	7-cup	Modernistic, Nickel Mounting.....	37.75
5570238, Percolator Set.....	7-cup	Fawn & Rose, Nickel Mounting.....	29.75
577334, Percolator Set.....	7-cup	Cobalt & Pearl, Nickel Mounting.....	26.25
5970438, Percolator Set.....	7-cup	Golden Pheasant, Nickel Mounting.....	33.25
75270318, Percolator Set.....	7-cup	Modernistic, Chrome Mounting.....	41.25
7527334, Percolator Set.....	7-cup	Modernistic, Chrome Mounting.....	39.25
7557334, Percolator Set.....	7-cup	Fawn & Rose, Chrome Mounting.....	30.25
7597334, Percolator Set.....	7-cup	Golden Pheasant, Chrome Mounting.....	32.25
7597038, Percolator Set.....	7-cup	Golden Pheasant, Chrome Mounting.....	38.25
E-560, Urn.....	10-cup	Royal Bouquet, Nickel Mounting.....	24.75
E-570, Urn.....	10-cup	Cobalt & Pearl, Nickel Mounting.....	19.75
E-590, Urn.....	10-cup	Golden Pheasant, Nickel Mounting.....	26.75
E-610, Urn.....	10-cup	Fawn & Rose, Nickel Mounting.....	22.00
E-620, Urn.....	10-cup	Cobalt & Pearl, Nickel Mounting.....	22.00
E-630, Urn.....	10-cup	Modernistic, Nickel Mounting.....	32.00
E-7590, Urn.....	10-cup	Golden Pheasant, Chrome Mounting.....	29.75
E-7610, Urn.....	10-cup	Fawn & Rose, Chrome Mounting.....	25.00
E-7630, Urn.....	10-cup	Modernistic, Chrome Mounting.....	35.00
E-507, Percolator.....	7-cup	Colonial Cobalt & Pearl, Nickel Mounting.....	15.75
E-517, Percolator.....	7-cup	Royal Bouquet, Nickel Mounting.....	16.75
E-527, Percolator.....	7-cup	Modernistic, Nickel Mounting.....	21.75
E-557, Percolator.....	7-cup	Fawn & Rose, Nickel Mounting.....	15.75
E-577, Percolator.....	7-cup	Cobalt & Pearl, Nickel Mounting.....	15.75
E-586, Percolator.....	6-cup	Ivory & Poppy, Nickel Mounting.....	12.75
E-597, Percolator.....	7-cup	Golden Pheasant, Nickel Mounting.....	17.75
E-7506, Percolator.....	6-cup	Red Poppy, Chrome Mounting.....	14.75
E-7527, Percolator.....	7-cup	Modernistic, Chrome Mounting.....	23.75
E-7557, Percolator.....	7-cup	Fawn & Rose, Chrome Mounting.....	17.75
E-7597, Percolator.....	7-cup	Golden Pheasant, Chrome Mounting.....	19.75
Rock Island Mfg. Co., Rock Island, Ill.			
<i>Rimco</i>			
93-A, Percolator (No feed-thru switch).....	4-cup	Aluminum Paneled, Rimco.....	4.75
94-A, Percolator (With feed-thru switch).....	4-cup	Aluminum Paneled, Rimco.....	5.25
95-A, Percolator (No feed-thru switch).....	8-cup	Aluminum Paneled, Colonial.....	5.50
96-A, Percolator (With feed-thru switch).....	8-cup	Aluminum Paneled, Colonial.....	6.00
15-P, Percolator, cold-water type.....	5-cup	Nickel Plated, Rimco.....	9.50
17-P, Percolator, cold-water type.....	7-cup	Nickel Plated, Rimco.....	10.50
19-P, Percolator, cold-water type.....	7-cup	Nickel Plated, Rimco.....	12.00
<i>(Elements: Chromel C, Nichrome II, III and Tophet C)</i>			
Rutember Electric Co., Marion, Ind. (See Inside Back Cover)			
<i>Marion</i>			
395, Percolator.....	8-cup	Paneled, Aluminum.....	3.95
256, Percolator.....	8-cup	Paneled, Aluminum.....	7.25
Silex Co., 1 Laurel Street, Hartford, Conn.			
<i>Silex</i>			
Coffee-maker (drip).....	2-8-cups	Glass, with nickel and silver.....	5.00 to 20.00
Simplex Division, Edison Electric Appliance Co., Chicago, Ill.			
<i>Simplex</i>			
814P41.....	6-cup	Nickel.....	8.45
Superior Electric Products Co., 1300 S. 13th St., St. Louis, Mo.			
<i>Superior</i>			
500, Percolator.....	10-cup	Colonial, Aluminum Paneled.....	6.50
505, Percolator.....	5-cup	Aluminum, Paneled.....	3.00
508, Percolator.....	8-cup	Paneled.....	3.50
509, Percolator.....	9-cup	Not Paneled.....	4.50
A. H. Waage, 112 Chambers St., New York, N. Y.			
P3.....	3-cup	Aluminum.....	3.75
P5.....	5-cup	Aluminum.....	5.50
P9.....	9-cup	Aluminum.....	7.00
Waage Electric Company, 5100 Ravenwood Ave., Chicago, Ill.			
<i>Waage</i>			
88.....	8-cup	Paneled.....	4.00
P9.....	9-cup	Colonial paneled.....	6.00
<i>(Element: Nichrome)</i>			

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Percolators—Continued

Model Trade, Name	Capacity	Design and Finish	Retail Price
Westinghouse Electric & Mfg. Co., Mansfield, Ohio			
Westinghouse			
PS-202-4, Urn Set.....	12-cup	Egyptian, Nickel.....	\$51.00
PL-142-4, Urn.....	12-cup	Egyptian, Nickel.....	27.50
PS-142-4, Urn Set.....	10-cup	Venetian, Nickel.....	52.00
PL-92-4, Urn.....	10-cup	Venetian, Nickel.....	26.50
PS-12-4, Urn Set.....	9-cup	Empire, Nickel.....	52.00
PL-12-4, Urn.....	9-cup	Empire, Nickel.....	26.50
PS-2-4, Urn Set.....	9-cup	Empire, Nickel.....	48.75
PK-2-4, Urn.....	9-cup	Empire, Nickel.....	25.00
PS-162-4, Urn Set.....	8-cup	Florentine, Nickel.....	46.00
PL-102-4, Urn.....	8-cup	Florentine, Nickel.....	24.00
PS-172-4, Urn Set.....	7-cup	Florentine, Nickel.....	41.50
PL-112-4, Urn.....	7-cup	Florentine, Nickel.....	23.00
PS-212-4, Urn Set.....	8-cup	Wentworth, Nickel.....	35.00
PL-172-4, Urn.....	8-cup	Wentworth, Nickel.....	22.00
PS-222-4, Pot Set.....	6-cup	Wentworth, Nickel.....	31.50
PL-152-4, Pot.....	6-cup	Wentworth, Nickel.....	18.50
PS-152-4, Pot Set.....	9-cup	Empire, Nickel.....	48.00
PK-132-4, Pot.....	9-cup	Empire, Nickel.....	22.50
PS-72-4, Pot Set.....	6-cup	Patrician Panel, Nickel.....	27.00
PL-72-4, Pot.....	6-cup	Patrician Panel, Nickel.....	15.00

Model Trade, Name	Capacity	Design and Finish	Retail Price
Westinghouse Electric & Mfg. Co., Mansfield, O.—Continued			
PS-62-4, Pot Set.....	6-cup	Patrician Plain, Nickel.....	\$24.75
PL-62-4, Pot.....	6-cup	Patrician Plain, Nickel.....	13.75
PS-182-4, Pot Set.....	7-cup	Paneled, Nickel.....	21.75
PL-122-4, Pot.....	7-cup	Paneled, Nickel.....	11.75
PS-232-4, Urn Set.....	7-cup	Georgian Paneled, Nickel.....	25.00
NOTE:—Double style numbers are listed. The first for 100-110 volts, the second for 111-120 volts. (Elements: Chromel A, C, Nichrome and Nichrome IV)			

White Beauty Electric Co., Inc., 4416—24 N. Western Ave., Chicago, Ill.			
White Beauty			
277, Percolator Set.....	8-cup	Aluminum.....	5.50
Pot—211, Percolator.....	8-cup	Paneled, Aluminum.....	4.50
225, Percolator.....	8-cup	Paneled, Aluminum.....	3.75
230, Percolator.....	8-cup	Paneled, Aluminum.....	4.50
223, Percolator.....	2-cup	Aluminum.....	3.25
240 Percolator.....	4-cup	Polished Aluminum.....	2.25
239, Percolator.....	5 cup	Polished Aluminum.....	3.25
(Elements: Nichrome and Nichrome IV)			

Ranges

Manufacturer	Model and Trade Name	Dimensions		Heating Units		Automatic Control	Finish	Retail Price
		Cooking Top	Oven	Cooking Top	Oven			
Armstrong Electric & Mfg. Co. Huntington, W. Va.	Armstrong Full Automatic	20"x20"	19½"x14"x14" Under cooking top	1-720 watts 2-1,200 watts 1-1,500 watts Closed	1-1,000 watts 1-1,500 watt	Time and temperature	White porcelain enamel	\$195.00
	Armstrong Interchangeable Combination Range	17½"x18¾"	14"x14"x16"	1-600 watts 1-1200 watts or 2-600 watts 1-1200 watts	1-750 watts 1-1200 watts	Oven temperature indicator	Black and white enamel	
Benjamin Elec Mfg. Co. Des Plaines, Ill.	39 Benjamin Crysteel	23"x22½"	18"x14"x12" Right—set low	2- 990 watts 1-1,700 watts Open or closed	2-1,260 watts	None	Black and white Porcelain enamel	130.00
	40 Benjamin Crysteel	23"x22½"	18"x14"x12" Right—set low	2- 990 watts 1-1,700 watts Open or closed	2-1,260 watts	Temperature	Black and white Porcelain enamel	160.00
	41 Benjamin Crysteel	23"x22½"	18"x14"x12" Right—set low	2- 990 watts 1-1,700 watts Open or closed	2-1,260 watts	Time and temperature	Black and white Porcelain enamel	180.00
	154 Benjamin Crysteel	26"x24"	20"x18"x13" Right—set low	2- 990 watts 1-1,500 watts 1-1,700 watts Open or closed	2-1,600 watts	None	Gray and white Porcelain enamel	210.00
	155 Benjamin Crysteel	26"x24"	20"x18"x13" Right—set low	2- 990 watts 1-1,500 watts 1-1,700 watts Open or closed	2-1,600 watts	Temperature	Gray and white Porcelain enamel	240.00
	156 Benjamin Crysteel	26"x24"	20"x18"x13" Right—set low	2- 990 watts 1-1,500 watts 1-1,700 watts Open or closed	2-1,600 watts	Time and temperature	Gray and white Porcelain enamel	260.00
	157 Benjamin Crysteel	26"x24"	20"x18"x13" Right—set low	2- 990 watts 1-1,500 watts 1-1,700 watts Open or closed	2-1,600 watts	None	Black and white Porcelain enamel	185.00
	158 Benjamin Crysteel	26"x24"	20"x18"x13" Right—set low	2- 990 watts 1-1,500 watts 1-1,700 watts Open or closed	2-1,600 watts	Temperature	Black and white Porcelain enamel	215.00
	159 Benjamin Crysteel	26"x24"	20"x18"x13" Right—set low	2- 990 watts 1-1,500 watts 1-1,700 watts Open or closed	2-1,600 watts	Time and temperature	Black and white Porcelain enamel	235.00
	36 Benjamin Crysteel	23"x24½"	20"x14"x12" Warming Oven 20"x17½"x9" Right	2-1,000 watts 1-1,500 watts 1-1,700 watts Open or closed	1-1,600 watts 1-1,260 watts Warming oven 1- 440 watts	None	Gray and white Porcelain enamel	245.00
	37 Benjamin Crysteel	23"x24½"	20"x14"x12" Warming oven 20"x17½"x9" Right	2-1,000 watts 1-1,500 watts 1-1,700 watts Open or closed	1-1,600 watts 1-1,260 watts Warming oven 1- 440 watts	Temperature	Gray and White Porcelain enamel	275.00
	38 Benjamin Crysteel	23"x24½"	20"x14"x12" Warming oven 20"x17½"x9" Right	2-1,000 watts 1-1,500 watts 1-1,700 watts Open or closed	1-1,600 watts 1-1,260 watts Warming oven 1-440 watts	Time and temperature	Gray and white Porcelain enamel	295.00
	42 Benjamin Crysteel	23"x24½"	20"x14"x12" Warming oven 20"x17½"x9" Right	2-1,000 watts 1-1,500 watts 1-1,700 watts Open or closed	1-1,600 watts 1-1,260 watts Warming oven 1-440 watts	None	Black and white Porcelain enamel	220.00
	43 Benjamin Crysteel	23"x24½"	20"x14"x12" Warming oven 20"x17½"x9" Right	2-1,000 watts 1-1,500 watts 1-1,700 watts Open or closed	1-1,600 watts 1-1,260 watts Warming oven 1-440 watts	Temperature	Black and white Porcelain enamel	250.00
	44 Benjamin Crysteel	23"x24½"	20"x14"x12" Warming oven 20"x17½"x9" Right	2-1,000 watts 1-1,500 watts 1-1,700 watts Open or closed	1-1,600 watts 1-1,260 watts Warming oven 1-440 watts	Time and temperature	Black and white Porcelain enamel	270.00
	136 Benjamin Crysteel	26"x24"	20"x18"x13" Warming oven 21"x18½"x9" Right	2-990 watts 1-1,500 watts 1-1,700 watts Open or closed	2-1,600 watts Warming oven 1-440 watts	None	Gray and white Porcelain enamel	280.00
	137 Benjamin Crysteel	26"x24"	20"x18"x13" Warming Oven 21"x18½"x9" Right	2-990 watts 1-1,500 watts 1-1,700 watts Open or closed	2-1,600 watts Warming oven 1-440 watts	Temperature	Gray and white Porcelain enamel	310.00
	138 Benjamin Crysteel	26"x24"	20"x18"x13" Warming oven 21"x18½"x9" Right	2-990 watts 1-1,500 watts 1-1,700 watts Open or closed	2-1,600 watts Warming oven 1-440 watts	Time and temperature	Gray and white Porcelain enamel	330.00

Ranges, Continued

Appliance

Manufacturer	Model and Trade Name	Dimensions		Heating Units		Automatic Control	Finish	Retail Price
		Cooking Top	Oven	Cooking Top	Oven			
Benjamin Electric Mfg. Co.—Continued	710P	21 3/4" x 23 1/4"	14" x 14" x 20" Right	1-1,000 watts	2-1,260 watts	With Precision Thermometer	Gray and white Porcelain	\$141.00
	Benjamin Consolette 711A	21 3/4" x 23 1/4"	14" x 14" x 20" Right	1-1,200 watts	2-1,260 watts	With Automatic Heat Control	Gray and white Porcelain	161.00
	Benjamin Consolette 715P	21 3/4" x 23 1/4"	14" x 14" x 20" Left	1-1,000 watts	2-1,260 watts	With Precision Thermometer	Gray and white Porcelain	141.00
	Benjamin Consolette 716A	21 3/4" x 23 1/4"	14" x 14" x 20" Left	1-1,000 watts	2-1,260 watts	With Automatic Heat Control	Gray and white Porcelain	161.00
	Benjamin Consolette 720P	21 3/4" x 23 1/4"	14" x 14" x 20" Right	1-1,000 watts	2-1,260 watts	With Precision Thermometer	White Porcelain with black baking japan trim	124.00
	Benjamin Consolette 721A	21 3/4" x 23 1/4"	14" x 14" x 20" Right	1-1,000 watts	2-1,260 watts	With Automatic Heat control	White Porcelain with black baking japan trim	144.00
	Benjamin Consolette 725P	21 3/4" x 23 1/4"	14" x 14" x 20" Left	1-1,000 watts	2-1,260 watts	With Precision Thermometer	White porcelain with black baking japan trim	124.00
	Benjamin Consolette 726A	21 3/4" x 23 1/4"	14" x 14" x 20" Left	1-1,000 watts	2-1,260 watts	With Automatic Heat control	White Porcelain with black baking japan trim	144.00
	Benjamin Consolette 730P	21 3/4" x 23 1/4"	14" x 14" x 20" Right	1-1,000 watts	2-1,260 watts	With Precision Thermometer	Black baking japan with white porcelain trim	102.00
	Benjamin Consolette 731A	21 3/4" x 23 1/4"	14" x 14" x 20" Right	1-1,000 watts	2-1,260 watts	With Automatic Heat control	Black baking japan with white porcelain trim	122.00
	Benjamin Consolette 735P	21 3/4" x 23 1/4"	14" x 14" x 20" Left	1-1,000 watts	2-1,260 watts	With Precision Thermometer	Black baking japan with white porcelain trim	102.00
	Benjamin Consolette 736A	21 3/4" x 23 1/4"	14" x 14" x 20" Left	1-1,000 watts	2-1,260 watts	With Automatic Heat control	Black baking japan with white porcelain trim	122.00
	Benjamin Consolette			1-1,500 watts				
Buckwalter Stove Co., Royersford, Pa. Electric Range Div.	16	21" x 21"	15 1/4" x 15 1/4" x 17" Left	3-1,200 watts	1-1,800 watts		Gray and white enamel	139.00
	161	21" x 21"	15 1/4" x 15 1/4" x 17" Left	3-1,200 watts	1-1,800 watts		Ivory and white enamel	139.00
	17	21" x 21"	15 1/4" x 15 1/4" x 17" Right	3-1,200 watts	1-1,800 watts		Gray and white enamel	139.00
	171	21" x 21"	15 1/4" x 15 1/4" x 17" Right	3-1,200 watts	1-1,800 watts		Ivory and white enamel	139.00
	18	21" x 21"	15 1/4" x 15 1/4" x 17" Left	4-1,200 watts	1-1,800 watts		Gray and white enamel	139.00
	2181	21" x 21"	15 1/4" x 15 1/4" x 17" Left	4-1,200 watts	1-1,800 watts		Ivory and white enamel	149.00
	19	21" x 21"	15 1/4" x 15 1/4" x 17" Right	4-1,200 watts	1-1,800 watts		Gray and white enamel	149.00
	2191	21" x 21"	15 1/4" x 15 1/4" x 17" Right	4-1,200 watts	1-1,800 watts		Ivory and white enamel	149.00
	80	24" x 21"	18 1/4" x 15 1/4" x 17" Left	4-1,200 watts	1-2,000 watts		Gray and white enamel	225.00
	801	24" x 21"	18 1/4" x 15 1/4" x 17" Left	4-1,200 watts	1-2,000 watts		Ivory and white enamel	225.00
	802	24" x 21"	18 1/4" x 15 1/4" x 17" Left	4-1,200 watts	1-2,000 watts		All white enamel	225.00
	81	24" x 21"	18 1/4" x 15 1/4" x 17" Right	4-1,200 watts	1-2,000 watts		Gray and white enamel	225.00
	811	24" x 21"	18 1/4" x 15 1/4" x 17" Right	4-1,200 watts	1-2,000 watts		Ivory and white enamel	225.00
	812	24" x 21"	18 1/4" x 15 1/4" x 17" Right	4-1,200 watts	1-2,000 watts		All white enamel	225.00
	84	24" x 21"	18 1/4" x 15 1/4" x 17" Left	3-1,200 watts	1-2,000 watts		Gray and white enamel	210.00
	85	24" x 21"	18 1/4" x 15 1/4" x 17" Right	3-1,200 watts	1-2,000 watts		Gray and white enamel	210.00
	56	35" x 21"	18 1/2" x 15 1/4" x 17" Left	6-1,200 watts	2-2,000 watts		Gray and white enamel	460.00
	57	35" x 21"	18 1/2" x 15 1/4" x 17" Right	6-1,200 watts	2-2,000 watts		Gray and white enamel	460.00
	86	24" x 21"	18 1/2" x 15 1/4" x 17" Left	4-1,200 watts	1-2,000 watts		Gray and white enamel	260.00
	861	24" x 21"	18 1/2" x 15 1/4" x 17" Left	4-1,200 watts	1-2,000 watts		Ivory and white enamel	260.00
	87	24" x 21"	18 1/2" x 15 1/4" x 17" Right	4-1,200 watts	1-2,000 watts		Gray and white enamel	260.00
	871	24" x 21"	18 1/2" x 15 1/4" x 17" Right	4-1,200 watts	1-2,000 watts		Ivory and white enamel	260.00
	116	21" x 24"	15 1/4" x 15 1/2" x 17" Right	3-1,200 watts	1-1,800 watts		White enamel and black japan	120.00
	117	21" x 24"	15 1/4" x 15 1/2" x 17" Left	3-1,200 watts	1-1,800 watts		White enamel and black japan	120.00
	118	21" x 24"	15 1/4" x 15 1/2" x 17" Right	4-1,200 watts	1-1,800 watts		White enamel and black japan	132.00
	119	21" x 24"	15 1/4" x 15 1/2" x 17" Left	4-1,200 watts	1-1,800 watts		White enamel and black japan	132.00
	148	21" x 24"	15 1/4" x 15 1/2" x 17" Right	3-1,200 watts	1-1,800 watts		White enamel and black japan	115.00
	149	21" x 24"	15 1/4" x 15 1/2" x 17" Right	3-1,200 watts	1-1,800 watts		White enamel and black japan	125.00
	1481	21" x 24"	Low oven rangette 15 1/4" x 15 1/2" x 17"	3-1,200 watts	1-1,800 watts		White enamel and black japan	115.00
	216	21" x 21"	Low oven rangette 15 1/4" x 15 1/4" x 17"	3-1,200 watts	1-1,800 watts		Black japan	100.00
	218	21" x 21"	15 1/4" x 15 1/4" x 17"	4-1,200 watts	1-1,800 watts		Black japan	112.50
	249	21" x 21"	15 1/4" x 15 1/4" x 17"	4-1,200 watts	1-1,800 watts		Black japan	110.00
	Buckwalter-Simplex				1-1,000 watts			
Edison Electric Appliance Co. 5600 W. Taylor St. Chicago, Ill.	RA-67	24 1/2" x 26 1/2"	18" x 18" x 14"	2-1,000 watts	2-1,500 watts	Heat control & thermometer	White enamel chrome trim	333.00 open coil units
	DeLuxe Hotpoint with Cooker			1-2,000 watts				
	RA-67	24 1/2" x 26 1/2"	18" x 18" x 14"	2-1,000 watts	2-1,500 watts	Heat control & thermometer	Semi-white	239.00 open coil units
	DeLuxe Hotpoint with Cooker			1-2,000 watts				
	RA-79	24 1/2" x 37"	Two ovens 18" x 18" x 14"	3-1,000 watts	4-1,500 watts	Heat control & thermometer	Black japan and white enamel	435.00 open coil units
	DeLuxe Hotpoint with Cooker			2-2,000 watts				
				1-Thrift cooker				

Detachable automatic controls can be furnished on all models excepting 148, 149 and 1481. Temperature control \$30.00. Time and temperature control \$50.00.

Manufacturer	Model and Trade Name	Dimensions		Heating		Automatic Control	Finish	Retail Price
		Cooking Top	Oven	Cooking Top	Oven			
Edison Electric Appliance Co. —Continued	RA-79 DeLuxé Hotpoint with Cooker	24½x37	Two ovens 18"x18"x14"	3-1,000 watts 2-2,000 watts 1-Thrift cooker	4-1,500 watts	Heat control & thermometer	All white	\$610.00 open coil units
	RA-75 Hotpoint Automatic with Thrift Cooker	24½x26½	18"x18"x14" Broiler	2-1,000 watts 1-2,000 watts 1-Thrift cooker	2-1,500 watts	Heat control & thermometer	Semi-white	327.00 open coil units
	RA-74 Hotpoint Automatic with Thrift Cooker	21¾x22¾	18"x18"x18" 16"x18"x14"	2-1,000 watts 1-2,000 watts 1-Thrift cooker	2-1,500 watts	Heat control & thermometer	All white	217.50 open coil units
	RA-74 Hotpoint Automatic with Thrift Cooker	21¾x22¾	16"x18"x14"	2-1,000 watts 1-2,000 watts 1-Thrift cooker	2-1,500 watts	Heat control & thermometer	Semi-white	181.00 open coil units
	RA-74 White with Cabinet Base	21¾x22¾	16"x18"x14"	2-1,000 watts 1-2,000 watts 1-Thrift cooker	2-1,500 watts	Heat control & thermometer	All white	257.50 open coil units
	RA-73 Hotpoint Automatic	21¾x22¾	16"x18"x14"	2-1,000 watts 1-2,000 watts	2-1,500 watts	Heat control & thermometer	All white	188.00 open coil units
	RA-73 Hotpoint Automatic	21¾x22¾	16"x18"x14"	2-1,000 watts 1-2,000 watts	2-1,500 watts	Heat control & Thermometer	Semi-white	152.00 open coil units
	RA-73 White with Cabinet Base	21¾x22¾	16"x18"x14"	2-1,000 watts 1-2,000 watts	2-1,500 watts	Heat control & thermometer	All white	228.00 open coil units
	RA-97 Hotpoint	19x21¾	14"x14"x18"	2-1,000 watts 1-2,000 watts	2-1,320 watts	Heat control & thermometer	Plain	Not given
	RA-77 Hotpoint DeLuxé with Thrift Cooker	21¾x22¾	16"x18"x14"	2-1,000 watts 1-2,000 watts 1-Thrift cooker	2-1,500 watts	Heat control & thermometer	All white chrome finish	248.00 open coil units
	RA-77 Hotpoint DeLuxé with Thrift Cooker	21¾x22¾	16"x18"x14"	2-1,000 watts 1-2,000 watts 1-Thrift cooker	2-1,500 watts	Heat control & thermometer	White enamel with green trim	269.50 open coil units
	RA-99 Hotpoint	19x21¾	14"x14"x18"	2-1,000 watts 1-2,000 watts	2-1,320 watts	Heat control & thermometer	White enamel	Not given
	RA-99 Hotpoint	19x21¾	14"x14"x18"	2-1,000 watts 1-2,000 watts	2-1,320 watts	Heat control & thermometer	Semi-white	Not given
	RA-100 DeLuxé Hotpoint	19x21¾	14"x14"x18"	2-1,000 watts 1-2,000 watts	2-1,320 watts	Heat control & thermometer	White enamel	Not given
	RA-65 Hotpoint	23x24½	16"x14"x19"	1-1,200 watts Hi-speed Calrod 1-1,000 watts 1-2,000 watts 1-Thrift cooker	2-1,500 watts		White enamel	197.00
	RA-55 Hotpoint	23x24½	16"x14"x19"	1-1,200 watts Hi-speed Calrod 1-1,000 watts 1-2,000 watts	2-1,500 watts		White enamel	177.00
Electric Belle Range Co. Huntsville, Ala. (See Adv. P. 10)	Electric Belle 3-Queen Type	25"x21½"	16"x13"x18½"	1-1,000 watts 1-1,800 watts 2-700 watts	2-1,300 watts		Enamel and semi-enamel, All aluminum semi-aluminum	
	Electric Belle 4-Queen Type	25"x21½"	16"x13"x18½"	1-700 watts 1-1,000 watts 2-700 watts 1-1,000 watts 1-1,800 watts	2-1,300 watts	Thermometer and temperature time-special	White enamel or colors white and black semi-enamel	
	Electric Belle 3-Console	25"x21½"	16"x13"x18½"	1-1,000 watts 1-1,800 watts 2-700 watts 1-1,000 watts 1-1,800 watts	2-1,300 watts	Thermometer and temperature time-special	White enamel or colors white and black semi-enamel	
	Electric Belle 4-Console	25"x21½"	16"x13"x18½"	1-1,000 watts 1-1,800 watts 2-700 watts 1-1,000 watts 1-1,800 watts	2-1,300 watts	Thermometer and temperature time-special	White enamel or colors white and black semi-enamel	
	(Resistance material: Chromel A)							
Electro Master, Inc. Detroit, Mich.	Electrochef			4-400 watts	2-1100 watts	Temperature	White, Porcelain enamel and Chromium	
The Estate Stove Company Hamilton, Ohio	582-T Estate	21½"x23"	18"x18"x14" Right or left	2-1,500 watts 2-1,000 watts	1-1,400 watts 1-2,200 watts *Broiler 2,000 watts	Time and Temperature	White enamel gray trim	Not given
	582-T-1 Estate	21½"x23"	18"x18"x14" Right or left	2-1,500 watts 2-1,000 watts	1-1,400 watts 1-2,200 watts *Broiler 2,000 watts	Time and Temperature	White enamel Jade green trim	Not given
	582-T-4 Estate	21½"x23"	18"x18"x14" Right or left	2-1,500 watts 2-1,000 watts	1-1,400 watts 1-2,200 watts *Broiler 2,000 watts	Time and Temperature	White enamel Egyptian blue	Not given
	581-T Estate	21½"x23"	18"x18"x14" Right or left	2-1,500 watts 2-1,000 watts	1-1,400 watts 1-2,200 watts *Broiler 2,000 watts	Time and Temperature	Semi-enamel	Not given
	581 Estate	21½"x23"	18"x18"x14" Right or left	2-1,500 watts 2-1,000 watts	1-1,400 watts 1-2,200 watts *Broiler 2,000 watts	None	Semi-enamel	Not given
	542-T Estate	21½"x20"	14"x18"x14" Right or left	1-1,500 watts 2-1,000 watts	1-1,850 watts 1-1,150 watts *Broiler 1,750 watts	Time and Temperature	White enamel gray trim	Not given
	542 Estate	21½"x20"	14"x18"x14" Right or left	1-1,500 watts 2-1,000 watts	1-1,850 watts 1-1,150 watts *Broiler 1,750 watts	None	White enamel gray trim	Not given
	542-T-1 Estate	21½"x20"	14"x18"x14" Right or left	1-1,500 watts 2-1,000 watts	1-1,850 watts 1-1,150 watts *Broiler 1,750 watts	Time and Temperature	White enamel jade green trim	Not given
	542-T-4 Estate	21½"x20"	14"x18"x14" Right or left	1-1,500 watts 2-1,000 watts	1-1,850 watts 1-1,150 watts *Broiler 1,750 watts	Time and Temperature	White enamel Egyptian blue	Not given
	541 Estate	21½"x20"	14"x18"x14" Right or left	1-1,500 watts 2-1,000 watts	1-1,850 watts 1-1,150 watts *Broiler 1,750 watts	None	Semi-enamel	Not given

Ranges, Continued

Appliance

Manufacturer	Model and Trade Name	Dimensions		Heating Units		Automatic Control	Finish	Retail Price
		Cooking Top	Oven	Cooking Top	Oven			
Estate Stove Co.— Continued	588-T-1 Estate Elec. & Coal.	21½"x32½"	18"x18"x14" Right or left	2-1,500 watts 2-1,000 watts	1-1,400 watts 1-2,200 watts *Broiler 2,000 watts	Time and Temperature	White enamel jade green trim	Not given
	360 Estate	19¾"x21"	16"x12"x17½" Right or left	1-1,500 watts 2-1,000 watts	1-800 watts 1-2,200 watts Broiler 1,750 watts	None	Plain finish white panels	Not given
	360-T Estate	19¾"x21"	16"x12"x17½" Right or left	1-1,500 watts 2-1,000 watts	1-800 watts 1-2,200 watts Broiler 1,750 watts	Time and temperature	Plain finish white panels	Not given
	361 Estate	19¾"x21"	16"x12"x17½"	1-1,500 watts 2-1,000 watts	1-800 watts 1-2,200 watts Broiler 1,750 watts	None	Semi-enamel	Not given
	361-T Estate	19¾"x21"	16"x12"x17½"	1-1,500 watts 2-1,000 watts	1-800 watts 1-2,200 watts Broiler 1,750 watts	Time and temperature	Semi-enamel	Not given
	362 Estate	19¾"x21"	16"x12"x17½"	1-1,500 watts 2-1,000 watts	1-800 watts 1-2,200 watts Broiler 1,750 watts	None	White enamel gray trim	Not given
	362-T Estate	19¾"x21"	17"x12"x17½"	1-1,500 watts 2-1,000 watts	1-800 watts 1-2,200 watts Broiler 1,750 watts	Time and temperature	White enamel gray trim	Not given
	588-T-2 Estate Elec. & Coal	21½"x32½"	18"x18"x14" Right or left	2-1,500 watts 2-1,000 watts	1-1,400 watts 1-2,200 watts *Broiler 2,000 watts	Time and Temperature	White enamel Egyptian blue	Not given
	588-T Estate Elec. & Coal	21½"x32½"	18"x18"x14" Right or left	2-1,500 watts 2-1,000 watts	1-1,400 watts 1-2,200 watts *Broiler 2,000 watts	Time and Temperature	White enamel gray trim	Not given
	548-T-1 Estate Elec. & Coal	21½"x30½"	14"x18"x14" Right or left	1-1,500 watts 2-1,000 watts	1-1,850 watts 1-1,150 watts *Broiler 1,750 watts	Time and Temperature	White enamel jade green trim	Not given
	548-T-4 Estate Elec. & Coal	21½"x30½"	14"x18"x14" Right or left	1-1,500 watts 2-1,000 watts	1-1,850 watts 1-1,150 watts *Broiler 1,750 watts	Time and Temperature	White enamel Egyptian blue	Not given
	548-T Estate Elec. & Coal	21½"x30½"	14"x18"x14" Right or left	1-1,500 watts 2-1,000 watts	1-1,850 watts 1-1,150 watts *Broiler 1,750 watts	Time and Temperature	White enamel gray trim	Not given
* In all Estate Ovens the broiler coil is a separate unit, independent of the baking coil and is not used for baking or heating the oven and cannot be turned on at the same time the oven coils are in use.								
Federal Electric Co. 20 N. Wacker Dr. Chicago, Ill.	O-15-BG Fed. lco	23¼"x21¼"	15"x18"x13" Right or left	1-1,500 watts 1-1,250 watts 1-1,000 watts	2-1,500 watts	Time, extra	Gray, enam.	Not given
	O-15-C Federal Charmion	23¼"x21¼"	15"x18"x13" Right or left	1-1,500 watts 1-1,250 watts 1-1,000 watts	2-1,500 watts	Time extra	White, green or yellow	Not given
	O-17-A Federal Champion	25¼"x25"	17"x18"x14" Right or left	1-1,500 watts 1-1,250 watts 1-1,000 watts 1-750 watts	2-1,500 watts	Time extra	White, green or yellow	Not given
	O-27-A Federal De Luxe	25¼"x24"	17"x18"x14" Pastry oven	1-1,500 watts 1-1,250 watts 1-1,000 watts 1-750 watts	2-1,500 watts 1-1,500 watts	Time extra	White, green or yellow	Not given
	C-37 Federal Com. Coal-Electric	23½"x24"	17"x18"x14" Oven beneath surface units	1-1,500 watts 1-1,250 watts 1-750 watts	2-1,500 watts	Time extra	White, green or yellow	Not given
	O-77-AW Federal Apartment	21"x23"	17"x14"x12" Oven above surface units	2-1,000 watts 1,150 watts	2-1,500 watts	Time extra	White and nickel	Not given
	O-77-AE Federal Apartment	21"x23"	17"x14"x12" Oven above surface units	2-1,000 watts 1,150 watts	2-1,500 watts	Time extra	Semi-white	Not given
	O-87-AW Federal Apartment	22½"x17"	17"x14"x12" Oven beneath surface units	2-1,000 watts 1-1,500 watts	2-1,500 watts	Time extra	All white	Not given
	O-47-A Federal Special	23¼"x21¼"	17"x14"x17¾"	1-1,000 watts 1-1,250 watts 1-1,000 watts	2-1,500 watts	Time extra	White, green or yellow	Not given
(Resistance material: Nichrome IV)								
Fitzgerald Mfg. Co. Torrington, Conn.	14, Cabinet						Gray and white or black and white	\$110.00 to \$185.00
	14, Campaign Cabinet						Gray and white or black and white	95.00 to 147.00
	Utility Cabinet						Gray and white or black and white	45.00
	14, Apartment Console						Gray and white or black and white	100.00 to 165.00
	14, Apartment						Gray and white or black and white	85.00 to 140.00
Graybar Electric Co. Lexington Ave. & 43d St. New York, N. Y. Mfd. by Walker & Pratt Mfg. Co., 31 Union St., Boston, Mass. (See Adv. P. 11)	14-61-R Graybar-Crawford	18"x19½"	14"x17½"x14" Left or right	1-1,500 watts 2-1,000 watts	2-1,000 watts	None	Black japan and white enamel	95.50
	14-61-RPT Graybar-Crawford	18"x19½"	14"x17½"x14" Left or right	1-1,500 watts 2-1,000 watts	2-1,000 watts	Temperature	Gray and white enamel	140.00
	14-61-RPTU Graybar-Crawford	18"x19½"	14"x17½"x14" Left or right	1-1,500 watts 2-1,000 watts	2-1,000 watts	Temperature	Gray and white enamel	168.00
	14-61-RPA Graybar-Crawford	18"x19½"	14"x17½"x14" Left or right	1-1,500 watts 2-1,000 watts	2-1,000 watts	Time and temperature	Gray and white enamel	160.00
	14-61-RPAU Graybar-Crawford	18"x19½"	14"x17½"x14" Left or right	1-1,500 watts 2-1,000 watts	2-1,000 watts	Time and temperature	Gray and white enamel	188.00
	14-61-RPT Graybar-Crawford	18"x19½"	14"x17½"x14" Left or right	1-1,500 watts 2-1,000 watts	2-1,000 watts	Temperature	Choice of blue, green, yellow	150.00
	14-61-RPTU Graybar-Crawford	18"x19½"	14"x17½"x14" Left or right	1-1,500 watts 2-1,000 watts	2-1,000 watts	Temperature	Choice of blue, green, yellow	182.50
	16-83-RWT Graybar-Crawford	22"x22"	16"x17"x14" Left or right	1-1,000 watts 2-1,500 watts	2-1,500 watts	Temperature	Black japan and white enamel	155.25
	16-83-RPTU Graybar-Crawford	22"x22"	16"x17"x14" Left or right	1-1,000 watts 2-1,500 watts	2-1,500 watts	Temperature	Gray and white enamel	185.25
	61-83-RPTU Graybar-Crawford	22"x22"	16"x17"x14" Left or right	1-1,000 watts 2-1,500 watts	2-1,500 watts	Temperature	Gray and white	215.25

Manufacturer	Model and Trade Name	Dimensions		Heating Units		Automatic Control	Finish	Retail Price
		Cooking Top	Oven	Cooking Top	Oven			
Graybar Electric Co.— Continued	Graybar-Crawford With Utility Base		Left or right	2-1,500 watts			enamel	
	16-83-RPA	22"x22"	16"x17"x14"	1-1,000 watts	2-1,500 watts	Time and temperature	Gray and white enamel	\$205.25
	Graybar-Crawford	22"x22"	Left or right	2-1,500 watts				
	61-83-RPAU		16"x17"x14"	1-1,000 watts	2-1,500 watts	Time and temperature	Gray and white enamel	235.25
	Graybar-Crawford With Utility Base		Left or right	2-1,500 watts				
	16-83-RPT	22"x22"	16"x17"x14"	1-1,000 watts	2-1,500 watts	Temperature	Choice of blue, green, yellow	195.25
	Graybar-Crawford Colortint		Left or right	2-1,500 watts				
	16-83-RPTU	22"x22"	16"x17"x14"	1-1,000 watts	2-1,500 watts	Temperature	Choice of blue, green, yellow	230.50
	Graybar-Crawford Utility base Colortint		Left or right	2-1,500 watts				
	18-93-RPT	23½"x24"	18"x18"x15"	2-1,000 watts	2-1,500 watts	Temperature	Gray and white enamel	241.25
	Graybar-Crawford		Left or right	2-1,500 watts				
	18-93-RPTU	23½"x24"	18"x18"x15"	2-1,000 watts	2-1,500 watts	Temperature	Gray and white enamel	271.25
	Graybar-Crawford With Utility Base		Left or right	2-1,500 watts				
	18-93-RPA	23½"x24"	18"x18"x15"	2-1,000 watts	2-1,500 watts	Time and temperature	Gray and white enamel	261.25
	Graybar-Crawford		Left or right	2-1,500 watts				
	18-93-RPAU	23½"x24"	18"x18"x15"	2-1,000 watts	2-1,500 watts	Time and temperature	Gray and white enamel	291.25
	Graybar-Crawford With Utility Base		Left or right	2-1,500 watts				
	18-93-RPT	23½"x24"	18"x18"x15"	2-1,000 watts	2-1,500 watts	Temperature	Choice of blue green, yellow	253.25
	Graybar-Crawford Colortint		Left or right	2-1,500 watts				
	18-93-RPTU	23½"x24"	18"x18"x15"	2-1,000 watts	2-1,500 watts	Temperature	Choice of blue, green, yellow	288.50
	Graybar-Crawford Utility base Colortint		Left or right	2-1,500 watts				
Landers, Frary & Clark New Britain, Conn.	Gas and Electric							
	16-410-RHT	21"x21"	16"x17"x14"	4 Gas Burners	2-1,500 watts	Temperature	Gray and white enamel	164.75
	Graybar-Crawford Gas and Electric		Left or right					
	16-51	18"x24"	16"x12"x12½"	2-1,000 watts	2-1,300 watts	None	Black japan and semi enamel	78.25
	Graybar-Crawford		Under cooking top					
	16-51-H	18"x24"	16"x12"x12½"	2-1,000 watts	2-1,000 watts	None	gray and white enamel	94.25
	Graybar-Crawford		Under cooking top					
	E-954 Universal	24"x24"	14"x14"x19"	2-1,000 watts	1-1,500 watts	Temperature	White and gray porcelain	209.00
			Right or left	2-1,500 watts	1-2,000 watts			
	E-923 Universal	24"x24"	14"x14"x19"	Open or closed	1-1,500 watts	Temperature	Black enamel and white porcelain	161.00
			Right or left	2-1,000 watts	1-1,500 watts			
	E-924 Universal	24"x24"	14"x14"x19"	Open or closed	1-2,000 watts	Temperature	Black enamel and white porcelain	170.00
			Right or left	2-1,000 watts	1-1,500 watts			
	E-953 Universal	24"x24"	14"x14"x19"	Open or closed	1-1,500 watts	Temperature	White and gray Porcelain	190.50
			Right or left	1-1,500 watts	1-2,000 watts			
	E-912 Universal	24"x24"	14"x14"x19"	Open or closed	1-1,500 watts	Temperature	Black enamel and white porcelain	232.00
			Warming closet	2-1,000 watts	1-2,000 watts			
			9"x18"x22"	Open or closed	1-550 watts			
			Broiler		1-1,500 watts			
	E-973 Universal	27½"x15½"	12"x12½"x16"	3-1,000 watts	2-1,500 watts	None	Black enamel and white porcelain	110.50
			Under cooking top	Open or closed				
	E-97 Universal	27½"x15½"	12"x12½"x16"	1-1,000 watts	2-1,500 watts	None	Black enamel and white porcelain	102.50
			Under cooking top	Open or closed				
	E-962 Universal	24"x47"	2 ovens	2-1,500 watts	2-2,000 watts	Temperature	Black enamel and white porcelain	504.50
			ea. 14"x14"x19"	6-1,000 watts	1-1,500 watts			
			2 warming closets		1-550 watts			
			ea. 9"x18"x22"		1-1,500 watts			
	E-9161 Universal	24"x24"	14"x14"x19"	2-1,500 watts	1-2,000 watts	Temperature	Black enamel and white porcelain	200.00
			Right or left	2-1,000 watts	1-1,500 watts			
			Warming closet		1-550 watts			
			9"x18"x22"		1-2,000 watts			
	E-9390 Universal	27½"x26½"	13½"x14"x18½"	1-1,500 watts	1-2,000 watts	Temperature	Full porcelain white and gray trim	181.00
				2-1,000 watts	1-1,500 watts			
	E-9562-A Universal	24"x24"	14"x14"x19"	2-1,500 watts	1-2,000 watts	Temperature	White and gray porcelain enamel	264.00
			Right or left	2-1,000 watts	1-1,500 watts			
			Warming closet		1-550 watts			
			9"x18"x22"		1-2,000 watts			
	E-9862-A Universal	24"x24"	14"x14"x19"	2-1,500 watts	1-1,500 watts	Temperature	White and gray porcelain enamel	295.00
			Right or left	2-1,000 watts	1-1,500 watts			
			Warming closet		1-1,500 watts			
			9"x18"x22"		1-550 watts			
					1-2,000 watts			
	E-1093 Universal	20¾"x23¾"	14"x14"x19"	1-1,500 watts	1-1,500 watts	None	Black enamel white porcelain	121.50
			Right or left	2-1,000 watts	1-1,500 watts			
	E-1293 Universal	20¾"x23¾"	14"x14"x19"	1-1,500 watts	1-2,000 watts	Temperature	Black enamel and white porcelain	131.50
			Right or left	2-1,000 watts	1-1,500 watts			
	E-1593 Universal	20¾"x23¾"	14"x14"x19"	1-1,500 watts	1-2,000 watts	None	White and gray porcelain enamel	143.00
			Right or left	2-1,000 watts	1-1,500 watts			
	E-2593 Universal	20¾"x23¾"	14"x14"x19"	1-1,500 watts	1-2,000 watts	Temperature	White and gray porcelain enamel	153.00
			Right or left	2-1,000 watts	1-1,500 watts			
	E-975 Universal	27½"x15½"	12"x12½"x16½"	3-1,000 watts	2-1,500 watts	None	White and gray enamel	126.75
	E-590 Universal	18½"x24½"	14"x14"x19"		1-1,500 watts	Temperature	White and gray Black enamel	135.50
			12"x14"		1-2,000 watts	None		69.50
	E-9210 Oven Only				1-1,200 watts		and white porcelain porcelain enamel	
					1-1,000 watts	*		
	E-190 Oven Only	18½"x24½"	14"x14"x19"		1-2,000 watts	Temperature	Black enamel	124.50
					1-1,500 watts	*		

*Range is equipped with outlet for oven Timer which may be furnished in black or gray for \$25.00 extra.

Ranges, Continued

Appliance

Manufacturer	Model and Trade Name	Dimensions Cooking Top	Oven	Heating Units Cooking Top	Oven	Automatic Control	Finish	Retail Price
A. J. Lindemann & Hoverson Co. Milwaukee, Wis.	864-E or D L & H Electric	35"x25"	Two, each 18"x14"x20 1/2" Pastry-Broiler 18"x9 1/2"x20 1/2" Warming comp. 30 1/2"x9 1/2"x12 1/2" Storage comp. 14"x5"x24"	3-1,750 watts 2-1,250 watts 1- 800 watts	2-1,800 watts 1-2,000 watts	Time Temperature (Extra time) \$24.75)	White and gray porcelain enamel	\$692.00
	834-E or D L & H	22"x24 1/2"	18"x14"x18" Pastry-broiler, 18"x9"x18" Right or left	2-1,750 watts 1-1,250 watts 1- 800 watts	2-1,800 watts 1-2,000 watts	Temperature (Time, \$24.75 extra)	White and gray porcelain enamel	286.00
	814-E or D L & H Electric	22"x24 1/2"	18"x14"x18" Right or left	2-1,750 watts 1-1,250 watts 1- 800 watts	1-2,000 watts 1-1,800 watts	Temperature (Time, \$24.75 extra)	White and gray porcelain enamel	241.00
	8184-E or D L & H Electric	22"x24 1/2"	16"x14"x18" Right or left	1-1,750 watts 3-1,250 watts	2-1,500 watts	Temperature (Time, \$24.75 extra)	White and gray porcelain enamel	180.00
	8054-E or D L & H Electric	19 1/2"x19 1/2"	16"x12"x18" Right or left	1-1,750 watts 2-1,250 watts	2-1,500 watts	Temperature (Time, \$24.75 extra)	White and gray porcelain enamel	138.00
	8051-E or D L & H Electric	19 1/2"x19 1/2"	16"x12"x18" Right or left	1-1,750 watts 2-1,250 watts	2-1,500 watts	Temperature (Time, \$24.75 extra)	Black rubberoid and white enamel	116.00
	8050-E or D L & H Electric	19 1/2"x19 1/2"	16"x12"x18" Right or left	1-1,750 watts 2-1,250 watts	2-1,500 watts	None (Time, \$24.75 extra)	Black rubberoid and white enamel	100.00
	824 L & H Electric	24 1/2"x16 1/2"	16"x14"x12 1/2" Under cooking top	2-1,000 watts 1-1,250 watts	1-1,500 watts 1-1,000 watts	None	Black rubberoid, gray and white enamel	80.00
	821 L & H Electric	24 1/2"x16 1/2"	16"x14"x12 1/2" Under cooking top	2-1,250 watts	1-1,500 watts 1-1,000 watts	None	Black rubberoid, gray and white enamel	74.00
	804 L & H (Table or Apartment Type)	21"x20"	18"x12"x12" Over cooking top	1-1,750 watts 2-1,250 watts	2-1,500 watts	Temperature	White and gray porcelain enamel	114.00
	803 L & H Electric (Table or Apartment Type)	21"x20"	18"x12"x12" Over cooking top	1-1,750 watts 2-1,250 watts	2-1,500 watts	None	White and gray porcelain enamel	98.00
	8044-E L & H Electric Combination (With Kitchen Heater)	20 1/2"x30"	16"x14"x18"	1-1,750 watts 3-1,250 watts	2-1,500 watts	Temperature (Time, \$24.75 extra)	White and gray porcelain enamel	245.00
	854 L & H Electric Combination (With Kitchen Heater)		18"x14"x19" Under cooking top	2-1,750 watts 1-1,250 watts 1-1,000 watts	1-2,000 watts 1-1,800 watts	Temperature (Time, \$24.75 extra)	White and gray porcelain enamel	226.00
	8984-E or D	22"x24 1/2"	16"x14"x18" Right or left	1-1,750 watts 3-1,250 watts	2-1,500 watts	Temperature Time (\$24.75 extra)	Colors	187.50
	8954-E or D	19 1/2"x19 1/2"	16"x12"x18" Right or left	1-1,750 watts 2-1,250 watts	2-1,500 watts	Temperature Time (\$24.75 extra)	Colors	145.00
	8329-E or D	20 3/4"x20 1/2"	14"x14"x17 1/2"	1,2-500 watts 2- 800 watts	2- 640 watts	Temperature control	White and gray porcelain enamel	107.50
	829-E or D	20 3/4"x20 1/2"	14"x14"x17 1/2"	1-250 watts 2-800 watts (Resistance Material: Chromel A)	2-640 watts	Temperature control	White and gray porcelain enamel	100.00
W. J. Loth Company Waynesboro, Va.	De Luxe*		16"x14"x18"	2- 800 watts	3,000 watts	Time, extra	Green and ivory enamel or white enamel	
	R-7		16"x14"x18" Right	2- 800 watts	3,000 watts	Time, extra	Green and ivory enamel or white enamel	
	R-8		16"x14"x18" Left	2- 800 watts	3,000 watts	Time, extra	Green and ivory enamel or white enamel	
	R-9		16"x14"x18" Right	2- 800 watts	3,000 watts	Time, extra	Green and ivory enamel or white enamel	
	R-10		16"x14"x18" Left	2- 800 watts	3,000 watts	Time, extra	Green and ivory enamel or white enamel or gray and white	
	R-1		16"x14"x18" Right	2- 800 watts	3,000 watts	Time, extra	Green and ivory enamel or white enamel or gray and white	
	R-2		16"x14"x18" Left	2- 800 watts	3,000 watts	Time, extra	Green and ivory enamel or white enamel or gray and white	
	R-3		16"x14"x18" Right	2- 800 watts	3,000 watts	Time, extra	Green and ivory enamel or white enamel or gray and white	
	R-4		16"x14"x18" Left	2- 800 watts	3,000 watts	Time, extra	Green and ivory enamel or white enamel or gray and white	
	"Consolette" R-5		16"x14"x18"	2- 800 watts	3,000 watts	Time, extra	White porcelain or green and ivory poro.	
	"Apartment House Special" (with or without cabinet base)							
	R-11		16"x14"x18" Right	2- 800 watts	3,000 watts	Temperature	Gray and white enamel	
	R-12		16"x14"x18" Left	2- 800 watts	3,000 watts	Temperature	Gray and white enamel	
	R-13		16"x14"x18" Right	2- 800 watts	3,000 watts	Temperature	Gray and white enamel	
	R-14		16"x14"x18" Left	2- 800 watts	3,000 watts	Temperature	Gray and white enamel	

*(With or without cabinet base)

Manufacturer	Model and Trade Name	Dimensions		Heating Units		Automatic Control	Finish	Retail Price
		Cooking Top	Oven	Cooking Top	Oven			
Malleable Iron Range Co. Beaver Dam, Wis.	H-37-A Monarch Electric and coal	22½"x24" Coal	17"x14"x18" Under cooking top	1-1,000 watts 1-1,250 watts 1-1,500 watts Open	2-1,500 watts	Temperature Time and temperature	White, green, yellow enamel	
	16-A Monarch Grand	25¾"x25"	16"x15"x18" Right or left	1- 750 watts 1-1,000 watts 1-1,250 watts 1-1,500 watts	2-1,500 watts	Temperature and time	White enamel, green, yellow	
	27-A Monarch	25¾"x24½"	17"x14"x18" Pastry oven 17"x8"x18" Right or left	1- 750 watts 1-1,000 watts 1-1,250 watts 1-1,500 watts Open	3-1,500 watts	Temperature Time and temperature	White, green, yellow enamel	
	17-A Monarch	25¾"x25"	17"x14"x18" Right or left	1- 750 watts 1-1,000 watts 1-1,250 watts 1-1,500 watts Open	2-1,500 watts	Temperature Time and temperature	White, green, yellow enamel	
	15-C Monarch	23¼"x21¾"	15"x13"x18" Right or left	1-1,000 watts 1-1,250 watts 1-1,500 watts Open	2-1,500 watts	Oven temperature Time and temperature	White, green, yellow enamel	
	37-A Monarch	24"x24"	17"x14"x18" Under cooking top	1-1,500 watts 1-1,250 watts 1-1,000 watts Open	2-1,500 watts	Temperature Time and temperature	White, green, yellow enamel	
	87-A Monarch	22½"x17"	17"x12"x14" Under cooking top	2-1,000 watts 1-1,500 watts Open	2-1,500 watts	Oven temperature	White enamel	
	77-A Monarch	21"x23"	17"x12"x14" Over cooking top	2-1,000 watts 1-1,500 watts Open	2-1,500 watts	Oven temperature	White enamel	
	67-B Monarch	34½"x24"	Two ovens—each 17"x14"x18" Right or left 17"x 14"x18"	3-1,000 watts 3-1,500 watts	4-1,500 watts	temperature	White enamel green and yellow	
	B017-A Monarch	Oven only	17"x14"x18" Pastry oven 17"x8"x18" Right or left		2-1,500 watts	None	White enamel	
	B027-A Monarch	Ovens only	17"x14"x18" Pastry oven 17"x8"x18" Right or left		3-1,500 watts	None	White enamel	
	B067-A Monarch	Ovens only	Two ovens—each 17"x14"x18" Right or left 17"x14"x18"		4-1,500 watts	None	White enamel	
	H-27A Monarch Electric and coal	23½"x24" Coal 11"x24"	17"x14"x18" Pastry oven 17"x8"x18" Right or left	1- 750 watts 1-1,000 watts 1-1,250 watts 1-1,500 watts Open	3-1,500 watts	Temperature Time and temperature	White, green, yellow enamel	
	H-17A Monarch Electric and coal	23½"x24" Coal 11"x24"	17"x14"x18" Right or left	1- 750 watts 1-1,000 watts 1-1,250 watts 1-1,500 watts Open	2-1,500 watts	Temperature Time and temperature	White, green, yellow enamel	
	26-A Monarch Grand Electric	25¾"x25"	16"x15"x18" Pastry oven 16"x7"x18" Right or left	1- 750 watts 1-1,000 watts 1-1,250 watts 1-1,500 watts open	3-1,500 watts	Temperature time and temperature	White, green, yellow enamel	
	15-BG Monarch Electric	23¼"x21¾"	15"x13"x18" Right or left	1-1,000 watts 1-1,250 watts 1-1,500 watts open	2-1,500 watts	Temperature time and temperature	Gray	
	H-20-A Monarch Elec. & Coal	24"x25½" Coal 12"x24"	20"x14"x20½"	1- 750 watts 1-1,000 watts 1-1,250 watts 1-1,500 watts Open	2-1,500 watts	Temperature time and temperature	White, green, yellow enamel	
National Stamping and Electric Works 3212 W. Lake St. Chicago, Ill.	208 White Cross	12"x22"	12"x10"x11"	2- 500 watts or 1-1,100 watts	1-440 watts 1-660 watts		Black	\$29.00
	209 White Cross	12"x22"	12"x10"x11"	2- 550 watts or 1-1,100 watts	1-440 watts 1-660 watts		Black, white enamel	34.00
	210 White Cross	12"x22"	12"x10"x11"	2- 500 watts or 1-1,100 watts	1-440 watts 1-660 watts		Black and white	37.50
	211 White Cross	12"x22"	12"x10"x11"	2- 550 watts or 1-1,100 watts	1-440 watts 1-660 watts		Black and white	44.00
Peninsular Stove Co. Detroit, Mich.	314 RA or LA Peninsular	23"x24"	14"x14"x20" Right or left	1-1,500 watts 2-1,000 watts	2-1,500 watts	Temperature	White and gray porcelain enamel	192.50 Cabinet base
	314 RS or LS Peninsular	23"x24"	14"x14"x20" Right or left	1-1,500 watts 2-1,000 watts	2-1,500 watts	Time and temperature	White and gray porcelain enamel	223.50 Cabinet base
	514 RA or LA Peninsular	23"x24"	14"x14"x20" Right or left	1-1,500 watts 2-1,000 watts	2-1,500 watts	Temperature	Black with ¾ white porcelain enamel	243.50 Cabinet base
	514 RS or LS Peninsular	23"x24"	14"x14"x20" Right or left	1-1,707 watts 2-1,000 watts	2-1,500 watts	Time and temperature	Black with ¾ white porcelain enamel	175.00 Cabinet base
	142 R or L Peninsular	21"x23"	14"x14"x18" Right or left	1-1,500 watts 2-1,000 watts	2-1,500 watts	Thermometer	Baked ebony with white porcelain	206.00 Cabinet base
	142 RA or LA Peninsular	21"x23"	14"x14"x18" Right or left	1-1,500 watts 2-1,000 watts	2-1,500 watts	Temperature	Baked ebony with white porcelain	226.75 Cabinet base
	147 R or L Peninsular	21"x23"	14"x14"x18" Right or left	1-1,500 watts 2-1,000 watts	2-1,500 watts	Thermometer	Baked ebony with ¾ white porcelain enamel	115.00
	147 RA or LA Peninsular	21"x23"	14"x14"x18" Right or left	1-1,500 watts 2-1,000 watts	2-1,500 watts	Temperature	Baked ebony with ¾ white porcelain enamel	138.65
								135.00
								158.65

Ranges, Continued

Appliance

Manufacturer	Model and Trade Name	Dimensions		Heating Units		Automatic Control	Finish	Retail Price
		Cooking Top	Oven	Cooking Top	Oven			
Peninsular Stove Co. —Continued	148	21"x23"	14"x14"x18" Right or left	1-1,500 watts 2-1,000 watts	2-1,500 watts	Temperature	White and gray porcelain enamel (colors extra)	\$161.00
	RA or LA Peninsular 148	21"x23"	14"x14"x18" Right or left	1-1,500 watts 2-1,000 watts	2-1,500 watts	Time and temperature	White and gray porcelain enamel (colors extra)	183.00
	RSA or LSA Peninsular 1608	25"x23"	16"x14"x19" Right or left	1-1,800 watts 2-1,000 watts	2-1,800 watts	Temperature	White and gray porcelain enamel	225.00
	RA or LA Peninsular 1608	25"x23"	16"x14" x19 Right or left	1-1,800 watts 2-1,000 watts	2-1,800 watts	Time and temperature	White and gray porcelain enamel	247.00
	RSA or LSA Peninsular 1608	25"x23"	16"x14"x19" Right or left	1-1,800 watts 2-1,000 watts	3-1,800 watts	Temperature	White and gray porcelain enamel	255.00
	RAB or LAB Peninsular (In-a-Drawer) Broiler 1608	25"x23"	16"x14"x19" Right or left	1-1,800 watts 2-1,000 watts	3-1,800 watts	Time and temperature	White and gray porcelain enamel	277.00
	RSAB or LSAB Peninsular (In-a-Drawer) Broiler 1608	25"x23"	16"x14"x19" Right or left	1-1,800 watts 2-1,000 watts	3-1,800 watts	Time and temperature	White and gray porcelain enamel	277.00
	RSAB or LSAB Peninsular (In-a-Drawer) Broiler 1608	25"x23"	16"x14"x19" Right or left	1-1,800 watts 2-1,000 watts	3-1,800 watts	Time and temperature	White and gray porcelain enamel	277.00
	RSAB or LSAB Peninsular (In-a-Drawer) Broiler 1608	25"x23"	16"x14"x19" Right or left	1-1,800 watts 2-1,000 watts	3-1,800 watts	Time and temperature	White and gray porcelain enamel	277.00
Roberts & Mander Eleventh St. & Washington Ave. Philadelphia, Pa.	Quality 14" 304-EHS	19½"x19"	14"x16"x14"	3-1,100 watts	2,400 watts	Temperature control	Gray enamel castings, white enamel parts	124.00
	314-E	18½"x21"	14"x18"x14"	3-2,850 watts	3,000 watts	Temperature oven heat control	Gray enamel castings, white enamel parts	171.50
	314-E Green	18½"x21"	14"x18"x14"	3-2,850 watts	3,000 watts	Time, oven heat control	Green or buff enamel castings	180.75
	314-EB	18½"x21"	14"x18"x14"	3-2,850 watts	3,000 watts	Time, oven heat control	White enamel parts	190.50
	314-EB	18½"x21"	14"x18"x14"	3-2,850 watts	3,000 watts	Time, oven heat control	Gray enamel castings, white enamel parts cabinet base	204.50
	Quality 16" 416-E	21"x22½"	16"x18"x14"	4-2,850 watts	3,000 watts	Time, oven heat control	Green or buff enamel, castings white enamel parts, cabinet base	187.25
	416-E Green or Buff	21"x22½"	16"x18"x14"	4-2,850 watts	3,000 watts	Time, oven heat control	Gray enamel castings, white enamel parts	196.50
	416-EB With Cabinet Case	21"x22½"	16"x18"x14"	4-2,850 watts	3,000 watts	Time, oven heat control	Green enamel castings, green tinted, enamel sheet metal parts	205.75
	416-EB Green or Buff	21"x22½"	16"x18"x14"	4-2,850 watts	3,000 watts	Time, oven heat control	Gray enamel castings, white enamel parts	219.75
	416-EB Green or Buff	21"x22½"	16"x18"x14"	4-2,850 watts	3,000 watts	Time, oven heat control	Green enamel castings, green tinted enamel parts	219.75
Rutenber Electric Co. Marion, Ind. (See Adv. 3rd Cover)	99-BW Marion	21½"x24½"	16"x16"x12" Right or left	2-1,200 watts 1-1,600 watts	2-1,200 watts	Time and temperature	White porcelain enamel	162.00
	99-AW Marion	21½"x24½"	16"x16"x12" Right or left	2-1,200 watts 1-1,600 watts	2-1,200 watts	Temperature	White porcelain enamel	142.00
	99-W Marion	21½"x24½"	16"x16"x12" Right or left	2-1,200 watts 1-1,600 watts	2-1,200 watts	None	White porcelain enamel	112.00
	99-B Marion	21½"x24½"	16"x16"x12" Right or left	2-1,200 watts 1-1,600 watts	2-1,200 watts	Time and Temperature	Black japan and white porcelain enamel	142.00
	99-A Marion	21½"x24½"	16"x16"x12" Right or left	2-1,200 watts 1-1,600 watts	2-1,200 watts	Temperature	Black japan and white porcelain enamel	122.00
	99 Marion	21½"x24½"	16"x16"x12" Right or left	2-1,200 watts 1-1,600 watts	2-1,200 watts	None	Black japan and white porcelain enamel	92.00
	55 Marion	22"x22"	16"x16"x12" Under cooking top	2-1,200 watts 1-1,600 watts	2-1,200 watts	None	Black japan and white porcelain enamel	72.00
	55-A Marion	22"x22"	16"x16" x12" Under cooking top	2-1,200 watts 1-1,600 watts	2-1,200 watts	Temperature	Black japan and white porcelain enamel	102.00
	100-W Marion	24"x25"	16"x14"x20" Left or right	3-1,200 watts 1-1,600 watts	2-1,400 watts	None	White porcelain enamel	160.00
	100-BW Marion	24"x25"	16"x14"x20" Right or left	3-1,200 watts 1-1,600 watts	2-1,400 watts	Time and temperature	White porcelain enamel	210.00
	100-AW Marion	24"x25"	16"x14"x20" Right or left	3-1,200 watts 1-1,600 watts	2-1,400 watts	Temperature	White porcelain enamel	190.00
	55-W Marion	22"x22"	16"x16"x12"	2-1,200 watts 1-1,600 watts	2-1,200 watts	None	All white	92.00
	55-AW Marion	22"x22"	16"x16"x12"	2-1,200 watts 1-1,600 watts	2-1,200 watts	Temperature	All white	122.00
	100-B Marion	24"x25"	16"x14"x20" Right or left	3-1,200 watts 1-1,600 watts	2-1,400 watts	Time and temperature	Black japan and white porcelain enamel	170.00
	100-A Marion	24"x25"	16"x14"x20" Right or left	3-1,200 watts 1-1,600 watts	2-1,400 watts	Temperature	Black japan and white porcelain enamel	150.00
	100 Marion	24"x25"	16"x14"x20" Right or left	3-1,200 watts 1-1,600 watts	2-1,400 watts	None	Black japan and white porcelain enamel	20.00
	147 Marion	38"x26"	Two ovens 18"x14"x16" Right or left	4-1,200 watts 2-1,500 watts	2-1,500 watts	None	Black japan and white porcelain enamel	225.00
	88 Marion	22"x22"	16"x16"x12" Elevated	2-1,200 watts 1-1,600 watts	2-1,200 watts	None	Plain	72.00
	88-W Marion	22"x22"	16"x16"x12" Elevated	2-1,200 watts 1-1,600 watts	2-1,200 watts	None	White porcelain enamel	92.00
	88-AW Marion	22"x22"	16"x16"x12" Elevated	2-1,200 watts 1-1,600 watts	2-1,200 watts	Temperature	White porcelain enamel	103.00
	88-A Marion	22"x22"	16"x16"x12" Elevated	2-1,200 watts 1-1,600 watts	2-1,200 watts	Temperature	White porcelain enamel	122.00

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Ranges, Continued

Manufacturer	Model and Trade Name	Dimensions Cooking Top	Oven	Heating Units Cooking Top	Oven	Automatic Control	Finish	Retail Price
Standard Electric Stove Co. 1714 N. 12th St. Toledo, Ohio (See Adv. P. 16)	639-G Standard electric-gas	48½"x20½"	19"x11"x13½" Broiler	3-1,500 watts Open or closed	2-1,200 watts Broiler	Time	Black and white enamel	\$287.00
	639 Standard	38"x20½"	18"x7"x12½" 19"x11"x13½" Broiler	2-Gas 3-1,500 watts Open or closed	1-1,800 watts 2-1,200 watts Broiler	Time	Black and white enamel	252.00
	756 Standard	47"x22"	18"x7"x12½" 1-24"x16"x16" 1-19"x11"x13½"	1-660 watts 4-1,500 watts Open or closed	1-1,800 watts 2-1,200 watts 2-2,500 watts	Time	Black and white enamel	417.00
	954 Standard	19"x23"	17"x12"x14" Broiler	3-1,500 watts Open or closed	2-1,200 watts Broiler	Temperature	White Porcelain enamel	183.50
	555 Standard	20"x39"	19"x11"x13½"	3-1,500 watts Open or closed	1-2,000 watts 2-1,200 watts	Time and temperature	Black and white enamel	216.50
	365 Standard	16"x21"	Under cooking top 10"x12"x13" Right—Left	2-1,500 watts Open or closed	2-800 watts	None	Black and white enamel	73.50
	425-S Standard	23½"x20"	19"x11"x13½" Over cooking top	2-1,500 watts 1-660 watts Open or closed	2-1,200 watts	None	Black and white enamel	100.00
	419-S Standard	20½"x20"	16"x11"x13½" Over cooking top	2-1,500 watts 1-1,500 watts Open or closed	2-1,000 watts	None	Black and white enamel	93.00
	321-S Standard	16"x19½"	12"x12"x13½" Over cooking top	1-1,500 watts 1-660 watts Open or closed	2-800 watts	None	Black and white enamel	80.00
	521 Standard	28¼"x19"	19"x11"x13½" Under cooking top	3-1,500 watts Open or closed	2-1,200 watts	None Temperature \$26.50 extra	Black and white enamel	115.00
	421 Standard	24½"x18"	16"x11"x13½" Under cooking top	2-1,500 watts 1-660 watts Open or closed	2-1,000 watts	None Temperature \$26.50 extra	Black and white enamel	100.00
	421-SS Standard	23"x21"	16"x14"x15" Under cooking top	2-1,500 watts	2-1,000 watts	None	Black enamel	80.00
	956 Standard	23"x19½"	17"x12"x14" Left or right	Open or closed 2-1,500 watts 1-660 watts	2-1,000 watts	Temperature	White porcelain	140.00
	851 Standard	36"x27"	19"x11"x13½" Under cooking top	Open or closed 3-1,500 watts 2-Coal	2-1,200 watts	None	Black and white enamel	217.00
	1054 Standard	25"x24"	16"x14"x18" Left and Right	2-1,250 watts 2-1,250 watts Open	1-1,000 watts 1-1,500 watts	None	Black and white enamel	95.00
	939 Standard	31½"x21"	19"x11"x13½" Over cooking top	3-1,500 watts Open or closed	2-1,200 watts Broiler	Safety Switch Time \$20 extra	Black and white enamel	300.00
	921 Standard	24"x21"	Under cooking top 16"x11"x13½" Over cooking top	2-1,500 watts 1-660 watts Open or closed	1-1,000 watts 1-1,000 watts	Safety switch	Black and white enamel	155.00
	702 Standard	48"x33"	2-19"x11"x13½" Over cooking top 1-24"x21"x16" Under cooking top	4-1,500 watts 1-2,500 watts Griddle	4-1,200 watts 2-3,000 watts	Temperature \$80 extra	Black and white enamel	575.00
	360 Standard	36"x27"	14"x12"x18"	2-1,500 1-660	2-1,200	Time and temperature control	Regular finish with white splashes or white porcelain with trimming	100.00
	1156 Royal Standard	22"x25"	18"x18"x14"	2-1,200 2-1,500	2-1,500	Time and temperature control extra	White porcelain nickel plated rims	175.00
	1134 Royal Queen	20"x25"	16"x18"x14"	3-1,500 1-1,200	2-1,200	Time and temperature control extra	White porcelain nickel plated rims	165.00
(Resistance material: Chromel A, Nichrome IV)								
Walker & Pratt Mfg. Co. 31 Union St., Boston, Mass. Distributed by Graybar Elec. Co., Lexington Ave. & 43d St. New York, N. Y. (See Adv. P. 23)	14-61-R Graybar-Crawford	18"x19½"	14"x17"x14" Left or right	1-1,500 watts 2-1,000 watts	2-1,000 watts	None	Black japan and white enamel	95.50
	14-61-RPT Graybar-Crawford	18"x19½"	14"x17½"x14"	1-1,500 watts	2-1,000 watts	Temperature	Gray and white enamel	140.00
	14-61-RPTU Graybar-Crawford	18"x19½"	14"x17½"x14" Left or right	2-1,000 watts 1-1,500 watts	2-1,000 watts	Temperature	Gray and white enamel	160.00
	14-61-RPA Graybar-Crawford	18"x19½"	14"x17½"x14" Left or right	2-1,000 watts 1-1,500 watts	2-1,000 watts	Time and temperature	Gray and white enamel	160.00
	14-61-RPAU Graybar-Crawford	18"x19½"	14"x17½"x14" Left or right	2-1,000 watts 1-1,500 watts	2-1,000 watts	Time and temperature	Gray and white enamel	188.00
	14-61-RPT Graybar-Crawford	18"x19½"	14"x17½"x14" Left or right	1-1,500 watts 2-1,000 watts	2-1,000 watts	Temperature	Choice of blue green, yellow	150.00
	14-61-RPTU Graybar-Crawford	18"x19½"	14"x17½"x14" Left or right	1-1,500 watts 2-1,000 watts	2-1,000 watts	Temperature	Choice of blue, green, yellow	182.50
	16-83-RWT Graybar-Crawford	22"x22"	16"x17"x14" Left or right	1-1,000 watts 2-1,500 watts	2-1,500 watts	Temperature	Black japan and white enamel	155.25
	16-83-RPT Graybar-Crawford	22"x22"	16"x17"x14" Left or right	1-1,000 watts 2-1,500 watts	2-1,500 watts	Temperature	Gray and white enamel	185.25
	61-83-RPTU Graybar-Crawford	22"x22"	16"x17"x14" Left or right	1-1,000 watts 2-1,500 watts	2-1,500 watts	Temperature	Gray and white enamel	215.25
	16-83-RPA Graybar-Crawford	22"x22"	16"x17"x14" Left or right	1-1,000 watts 2-1,500 watts	2-1,000 watts	Time and temperature	Gray and white enamel	205.25
	61-83-RPAU Graybar-Crawford	22"x22"	16"x17"x14" Left or right	1-1,000 watts 2-1,500 watts	2-1,500 watts	Time and temperature	Gray and white enamel	235.25
	16-83-RPT Graybar-Crawford	22"x22"	16"x17"x14" Left or right	1-1,000 watts 2-1,500 watts	2-1,500 watts	Temperature	Choice of blue, green, yellow	195.25
	16-83-RPTU Graybar-Crawford	22"x22"	16"x17"x14" Left or right	1-1,000 watts 2-1,500 watts	2-1,500 watts	Temperature	Choice of blue, green, yellow	230.50
	18-93-RPT Graybar-Crawford	23½"x24"	18"x18"x15" Left or right	2-1,000 watts 2-1,500 watts	2-1,500 watts	Temperature	Gray and white enamel	241.25
	18-93-RPTU Graybar-Crawford	23½"x24"	18"x18"x15" Left or right	2-1,000 watts 2-1,500 watts	2-1,500 watts	Temperature	Gray and white enamel	271.25

Ranges, Continued

Appliance

Manufacturer	Model and Trade Name	Dimensions		Heating Units		Automatic Control	Finish	Retail Price
		Cooking Top	Oven	Cooking Top	Oven			
Walker & Pratt Mfg. Co. —Continued	18-93-RPA	23½"x24"	18"x18"x15"	2-1,000 watts	2-1,500 watts	Time and temperature	Gray and white enamel	\$261.25
	Graybar-Crawford	23"x24"	18"x18"x15"	2-1,500 watts	2-1,500 watts	Time and temperature	Gray and white enamel	291.25
	18-93-RPAU	23"x24"	18"x18"x15"	2-1,000 watts	2-1,500 watts	Temperature	Choice of blue, green, yellow	253.25
	Graybar-Crawford With Utility Base	23½"x24"	18"x18"x15"	2-1,000 watts	2-1,500 watts	Temperature	Choice of blue, green, yellow	288.50
	18-93-RPT	23½"x24"	18"x18"x15"	2-1,000 watts	2-1,500 watts	Temperature	Choice of blue, green, yellow	288.50
	Graybar-Crawford Colortint	23½"x24"	18"x18"x15"	2-1,000 watts	2-1,500 watts	Temperature	Choice of blue, green, yellow	288.50
	18-93-RPTU	23½"x24"	18"x18"x15"	2-1,000 watts	2-1,500 watts	Temperature	Choice of blue, green, yellow	288.50
	Graybar-Crawford Utility base	23½"x24"	18"x18"x15"	2-1,000 watts	2-1,500 watts	Temperature	Choice of blue, green, yellow	288.50
	Colortint	23½"x24"	18"x18"x15"	2-1,000 watts	2-1,500 watts	Temperature	Choice of blue, green, yellow	288.50
H. G. Weeks Mfg. Co. Goshen, Ind.	Gas and Electric 16-410-RHT	21"x21"	16"x17"x14"	4 Gas Burners	2-1,500 watts	Temperature	Gray and white enamel	164.75
	Graybar-Crawford Gas and Electric 16-51	18"x24"	16"x12"x12½"	2-1,000 watts	2-1,000 watt	None	Black japan and semi enamel	78.25
	Graybar-Crawford 16-51-H	18"x24"	16"x12"x12½"	2-1,000 watts	2-1,000 watts	None	Gray and white enamel	94.25
	Graybar-Crawford	18"x24"	Under cooking top	2-1,000 watts	2-1,000 watts	None	Gray and white enamel	94.25
	Weeks Electrola (oven right or left)	16"x18"x13"	16"x18"x13"	3,000 watts	1,500 watts	Time extra Temperature extra	White and gray enamel	
	373—3 units	16"x18"x13"	16"x18"x13"	3,000 watts	1,500 watts	Time extra Temperature extra	White and gray enamel	
	473—4 units	16"x18"x13"	16"x18"x13"	3,000 watts	1,500 watts	Time extra Temperature extra	Green or gray porcelain	
	379—3 units	16"x18"x13"	16"x18"x13"	3,000 watts	1,500 watts	Time extra Temperature extra	Green or gray porcelain	
	479—4 units	16"x18"x13"	16"x18"x13"	3,000 watts	1,500 watts	Time extra Temperature extra	Green or gray porcelain	
Westinghouse Electric Mfg. Co. Mansfield, Ohio	372—3 units	16"x18"x13"	16"x18"x13"	3,000 watts	1,500 watts	Time extra Temperature extra	White with gray enamel, black ends	
	472—4 units	16"x18"x13"	16"x18"x13"	3,000 watts	1,500 watts	Time extra Temperature extra	White with gray enamel, black ends	
	378—3 units	16"x18"x13"	16"x18"x13"	3,000 watts	1,500 watts	Time extra Temperature extra	White with green enamel, black ends	
	478—4 units	16"x18"x13"	16"x18"x13"	3,000 watts	1,500 watts	Time extra Temperature extra	White with green enamel, black ends	
	323—3 units	16"x18"x12½"	16"x18"x12½"	3,000 watts	1,500 watts	Temperature	White with gray enamel	
	423—4 units	16"x18"x12½"	16"x18"x12½"	3,000 watts	1,500 watts	Temperature	White with gray enamel	
	329—3 units	16"x18"x12½"	16"x18"x12½"	3,000 watts	1,500 watts	Temperature	White with green enamel	
	429—4 units	16"x18"x12½"	16"x18"x12½"	3,000 watts	1,500 watts	Temperature	White with green enamel	
	322—4 units	16"x18"x12½"	16"x18"x12½"	3,000 watts	1,500 watts	Temperature	White with gray, black ends	
	422—4 units	16"x18"x12½"	16"x18"x12½"	3,000 watts	1,500 watts	Temperature	White with gray, black ends	
	328—3 units	16"x18"x12½"	16"x18"x12½"	3,000 watts	1,500 watts	Temperature	White with green, black ends	
	428—4 units	16"x18"x12½"	16"x18"x12½"	3,000 watts	1,500 watts	Temperature	White with green, black ends	
	362—3 units	14"x18"x12½"	14"x18"x12½"	3,000 watts	1,500 watts	Time and Temperature extra	White with gray	
	368—3 units	14"x18"x12½"	14"x18"x12½"	3,000 watts	1,500 watts	Time and Temperature extra	White with green	
	342—3 units	14"x18"x12½"	14"x18"x12½"	3,000 watts	1,500 watts	Time and Temperature extra	White with gray	
	348—3 units	14"x18"x12½"	14"x18"x12½"	3,000 watts	1,500 watts	Time and Temperature extra	White with green	
	Apartment House Models (Oven under cooking top)	14"x18"x12½"	14"x18"x12½"	3,000 watts	1,500 watts	Temperature	White with gray porcelain, black ends	
	392S—3 units	14"x18"x12½"	14"x18"x12½"	3,000 watts	1,500 watts	Temperature	White with gray porcelain, black ends	
	398—3 units	14"x18"x12½"	14"x18"x12½"	3,000 watts	1,500 watts	Temperature	White with green enamel, black ends	
	398S—3 units	14"x18"x12½"	14"x18"x12½"	3,000 watts	1,500 watts	Temperature	White with green enamel, black ends	
Kitchen cabinet base for 342 and 348, \$25; other models, \$50.								
Westinghouse Electric Mfg. Co. Mansfield, Ohio	Junior Console Westinghouse 47" high	20½"x24"	14"x14"x17½"	1-1,000 watts 1-1,500 watts 1-1,800 watts Open	2-1,500 watts	Time and temperature	Gray enamel	152.50
	Junior Console Westinghouse 47" high	20½"x24"	14"x14"x17½"	1-1,000 watts 1-1,500 watts 1-1,800 watts Open	2-1,500 watts	Time and temperature	Semi-white enamel	127.50
	Console Westinghouse 48" high	20½"x24"	18"x15"x17½"	1-1,000 watts 1-1,500 watts 1-1,800 watts Open	2-1,800 watts	Time and temperature	Gray enamel	175.00
	Console Westinghouse 48" high	20½"x24"	18"x15"x17½"	1-1,000 watts 1-1,500 watts 1-1,800 watts Open	2-1,800 watts	Time and temperature	Semi-white enamel	150.00
	Westinghouse 54" high	24"x24"	18"x15"x17½"	2-1,000 watts 1-1,500 watts 1-1,800 watts Open	2-1,800 watts	Time and temperature	Gray enamel	253.00
	Senior Cabinet Royale	20½"x24"	14"x14"x17½"	1-1,000 watts 1-1,500 watts 1-1,800 watts Open	2-1,500 watts	Time and Temperature	Gray enamel	
	Junior Cabinet Royale 50" high	20½"x24"	14"x14"x17½"	1-1,000 watts 1-1,500 watts 1-1,800 watts Open	2-1,500 watts	Time and Temperature	Gray enamel	

Manufacturer	Model and Trade Name	Heating Units		Heating Units		Automatic Control	Finish	Retail Price
		Cooking Top	Oven	Cooking Top	Oven			
Westinghouse Elec. & Mfg. Co.—Continued	Senior Console Westinghouse 48" high	24"x24"	18"x15"x17 1/2" Left or right	2- 1,000 watts 1- 1,500 watts 1- 1,800 watts Open	2- 1,800 watts	Time and temperature	Gray enamel	\$200.00
	Senior Console Westinghouse 48" high	24"x24"	18"x15"x17 1/2" Left or right	2- 1,000 watts 1- 1,500 watts 1- 1,800 watts Open	2- 1,800 watts	Time and temperature	Semi-white enamel	170.00
	Junior Console Fuel-Electric Westinghouse 49 1/4" high	34"x24"	14"x14"x17 1/2" Left or right	1- 1,000 watts 1- 1,500 watts 1- 1,800 watts Open	2- 1,500 watts	Time and temperature	Gray enamel	207.00
	Junior Console Fuel-Electric Westinghouse 49 1/4" high	34"x24"	14"x14"x17 1/2" Left or right	1- 1,000 watts 1- 1,800 watts 1- 1,800 watts Open	2- 1,500 watts	Time and temperature	Black Japan	172.50
	Console Fuel-Electric Westinghouse 50 1/4" high	34"x24"	18"x15"x17 1/2" Left or right	1- 1,000 watts 1- 1,500 watts 1- 1,300 watts Open	2- 1,800 watts	Time and temperature	Gray enamel	230.00
	Console Fuel-Electric Westinghouse 50 1/4" high	34"x24"	18"x15"x17 1/2" Left or right	1- 1,000 watts 1- 1,500 watts 1- 1,300 watts Open	2- 1,800 watts	Time and temperature	Black Japan	195.00
	3-19-B Westinghouse 64 1/2" high	21 1/2"x21 3/4"	Two ovens Upper 18 1/2"x13 1/2"x16" Lower 10 3/8"x13 1/2"x11 1/2"	2- 1,000 watts 1- 2,000 watts Open	2- 1,500 watts Lower 1- 1,000 watts	Time and temperature	White enamel	300.00
	515 Westinghouse 31" high	24"x14"	12"x16"x12"	2- 1,500 watts Open	2- 1,000 watts	None	Black Japan	67.50

(Resistance Material: Chromel A, Nichrome IV)

Ranges, Wall Outlet

Manufacturer	Model and Trade Name	Type	Dimensions, Inches		Units, Cooking Surface	Units, Oven	Finish	Retail Price
			Cooking surface	Oven				
American Metal Specialty Co. 3 Appleton St., Boston, Mass.	Ameco	Oven		12 1/2"x11 1/4"x12"		660 watts, three heat switch	Black japan, nickel trim	\$16.50
Armstrong Electric & Mfg. Co. Huntington, W. Va.	Armstrong	Wall Outlet Range	20x20	14x14x19 1/2	2-600 watts Closed reflector type	2-600 watts Adjustable	White vitreous enamel	98.50
	Armstrong Interchangeable Combination	Wall Outlet Range	20x20	14x14x16	1,200 watts		Black enamel and white nickel trim	
	Armstrong Interchangeable Combination Electric Range	Kitchen Range	20x20 and 20x40	14x14x16	Wall outlet type 1,200 watts Cabinet heavy-duty 4,200 watts			
Beardsley & Wolcott Mfg. Co. Waterbury, Conn.	Torrid Wilwear	Floor Range	20x13	12x12x11 under cooking top	660 watts, 440 watts, together 1,100 watts superheat open	2—990 watts Use one at a time	Black and gray porcelain enamel White and gray	59.50 65.00
	Cook's Kitchenette Stove	Floor Range	8x14 17x21	10x10x14 Broiler 9x5x14 under cooking top	1—Hotplate or griddle		Aluminum and gray	95.00
Ev'ryday Electric Co. Marion, Ind.	Ev'ryday—300	Oven		11x11x12	1,200 watts	1,200 watts	Black Japan	28.00
Landers, Frary & Clark New Britain, Conn.	Universal—E-9688	Table Range, portable	21 1/2x13 1/2	4 1/2x9 1/2, round 2 pans, grid and heat deflector No oven, 2 pans, grid and heat deflector No open or pans	1-650 watts 1-900 watts open 1-650 watts 1-900 watts open 1-650 watts 1-900 watts open	None, uses 1-unit of cooking top None None	Black, nickel oven and pans Black, nickel pans Black	32.50 26.00 23.25
	Universal—E-96880	Table Range, portable	21 1/2x13 1/2					
	Universal—E-96881	Table Range, portable	21 1/2x13 1/2					
Metal Ware Corp. Two Rivers, Wisc.	Empire Kitchenette Range—B-25	Kitchenette	12x8	8 1/2x7 1/2x6 1/2	2 total wattage 1,300	2	Black, japan, nickel and porcelain enamel or colored	20.00
(Resistance Material: Nichrome, Nichrome IV)								
National Stamping & Electric Works 3212 W. Lake St. Chicago, Ill.	White Cross—102	Table Range	24x11	11x11x12 portable	2-550 watts open	Uses cooking top	Black	14.00
	White Cross—103	Table Range	36x11	11x11x12 portable	3-550 watts open	Uses cooking top	Black	17.50
Serelec, Incorporated 420 Lexington Ave. New York, N. Y.	Honeymoon Range					1,320 watts 3-heat switch 660 watts	Enameled, nickel or unenameled	65.00 up
	Jiffy stove, two plates							65.00 up
(Resistance Material: Nichrome, Chromalox)								
Standard Electric Stove Co. 1714 N. 12th St. Toledo, Ohio	Standard—302 With Fireless Cooker	Low table range	27x18	10x12x12 Left of cooker	1-660 watts open	2-660 watts cooker 1-660 watts 1-800	Baked enamel	65.00; white enamel, 71.50
	Standard—4012	Shelf	12x24		2-800		Baked enamel	45.00
(Resistance Material: Chromel A, Nichrome IV)								
Swartsbaugh Mfg. Co. Toledo, Ohio	Everhot—RA-100	Table Range	11x12	11x8 1/2x12 under hot plate	1-660 watts open	1-660 watts 1-330 watts	Aluminum bronze nickel trim	45.00
	Everhot—RA-200 with utensils	Floor Range	11x12	11x8 1/2x12 under hot plate	1-660 watts open	1-660 watts 1-330 watts	Aluminum bronze nickel trim	50.00

Refrigerators

Appliance

Manufacturer	Model and Trade Name	Control and Refrigerant	Compressor Motor, and Drive	Dimensions Width, Depth, Height, and Food Chamber, Cu. Ft.	Ice Trays—Cubes	Finish Outside Inside	Shipping Weight Lbs.	Retail Price
Absopure Refrigeration Corp. Detroit, Mich. (See Adv. P. 30)	Baby Grand 93450	Thermostat Meth. Chloride	1-Cylinder 1/4 H.P.	4.3	2—56	Lacquer Porcelain	435	\$150.00
	Baby Grand 94379	Thermostat Meth. Chloride	1-Cylinder 1/4 H.P.	4.3	2—56	Porcelain	450	200.00
	American Beauty 93452	Thermostat Meth. Chloride	1-Cylinder 1/4 H.P.	5.4	2—56	Lacquer Porcelain	490	215.00
	American Beauty 94380	Thermostat Meth. Chloride	1-Cylinder 1/4 H.P.	5.4	2—56	Porcelain	500	260.00
	Princess 93800	Thermostat Meth. Chloride	1-Cylinder 1/4 H.P.	7.0	2—56*	Lacquer Porcelain	620	275.00
	Princess 94381	Thermostat Meth. Chloride	1-Cylinder 1/4 H.P.	7.0	2—56*	Porcelain	630	325.00
	De Luxe Absopure 94376—JP-7		1-Cylinder 1/4 H.P.	7.25		All—Porcelain Seeger	520	385.00
	De Luxe Absopure 94309—P-7		1-Cylinder 1/4 H.P.	7.39		All—Porcelain Seeger	600	395.00
	De Luxe Absopure 94313—JP-9		1-Cylinder 1/4 H.P.	9.65		All—Porcelain Seeger	585	425.00
	De Luxe Absopure 94309—P-7		1-Cylinder 1/4 H.P.	10.00		All—Porcelain Seeger	700	450.00
	De Luxe Absopure 94314—P-14		1-Cylinder 1/4 H.P.	14.65		All—Porcelain Seeger	800	550.00
	De Luxe Absopure 94377—P-16		1-Cylinder 1/4 H.P.	16.0		All—Porcelain Seeger	900	625.00
	De Luxe Absopure 94378—P-30		1-Cylinder 1/4 H.P.	30.6		All—Porcelain	1100	895.00
*Also large pudding tray.								
Belding Hall Electric Corp. Belding, Mich.	SK-5 ElectrICE	Thermostat Sulphur dioxide	Rotary 1/4 H.P.—Direct	26 1/2" x 19 3/4" x 57" 4.3	3—36	Steel White lacquer Enamel	485	\$215.00
	SK-6 ElectrICE	Thermostat Sulphur dioxide	Rotary 1/4 H.P.—Direct	26 1/2" x 22 3/4" x 57 1/2" 5.6	4—48	White lacquer Porcelain	525	285.00
	SK-7 ElectrICE	Thermostat Sulphur dioxide	Rotary 1/4 H.P.—Direct	34 3/4" x 22 3/4" x 57 1/2" 7.5	5—60	Steel White lacquer Porcelain	615	350.00
	SK-9 ElectrICE	Thermostat Sulphur dioxide	Rotary 1/4 H.P.—Direct	34 3/4" x 22 3/4" x 62" 9.	5—60	Steel White lacquer Porcelain	640	405.00
	SK-15 ElectrICE	Thermostat Sulphur dioxide	Rotary 1/4 H.P.—Direct	50 1/2" x 22 3/4" x 62" 14.6	10—120	Steel White lacquer Porcelain	850	535.00
	SP-5 ElectrICE	Thermostat Sulphur Dioxide	Rotary 1/4 H.P.—Direct	26 1/2" x 20 3/4" x 52 1/2" 4.9		Porcelain	490	250.00
	SP-6 ElectrICE	Thermostat Sulphur Dioxide	Rotary 1/4 H.P.—Direct	26 1/2" x 22 3/4" x 57 1/2" 5.6		Porcelain	575	305.00
	SP-7 ElectrICE	Thermostat Sulphur Dioxide	Rotary 1/4 H.P.—Direct	34 3/4" x 22 3/4" x 57 1/2" 7.5		Porcelain	635	375.00
	SP-9 ElectrICE	Thermostat Sulphur Dioxide	Rotary 1/4 H.P.—Direct	34 3/4" x 22 3/4" x 62" 9.		Porcelain	725	435.00
	SP-15 ElectrICE	Thermostat Sulphur Dioxide	Rotary 1/4 H.P.—Direct	50 1/2" x 22 3/4" x 62" 14.6		Porcelain	975	575.00
Calvert Electric Refrigeration Co. Baltimore, Md.	Calvert RLP55	Pressure Sulphur Dioxide	2-Cylinder Belt	32" x 20 3/4" x 58 3/4" 5.5	64	Lacquer Porcelain		
	RP-55	Pressure Sulphur Dioxide	2-Cylinder Belt	32" x 20 3/4" x 58 3/4" 5.5	64	Porcelain		
	RLP-7	Pressure Sulphur Dioxide	2-Cylinder Belt	35 5/8" x 22 7/8" x 63 1/4" 7.	96	Lacquer Porcelain		
	RP-7	Pressure Sulphur Dioxide	2-Cylinder Belt	35 5/8" x 22 7/8" x 63 1/4" 7.	96	Porcelain		
	SP-52	Pressure Sulphur Dioxide	2-Cylinder Belt	34 3/4" x 21" x 56 3/4" 5.5	64	Porcelain		
	SP-7	Pressure Sulphur Dioxide	2-Cylinder Belt	37 1/8" x 24 1/2" x 61 3/8" 7.4	96	Porcelain		
	SP-9	Pressure Sulphur Dioxide	2-Cylinder Belt	42 7/8" x 23 1/2" x 63 3/4" 10.	128	Porcelain		
Champion Electric Co. N. Paulina and Diversey Pky. Chicago, Ill.	7-5-E	Sulphur Dioxide low pressure	1/2 hp. V belt	24" x 20 1/2" x 48" 4.	2—36	Lacquer Enamel		
	7-5-P	Sulphur Dioxide low pressure	1/2 hp. V belt	24" x 20 1/2" x 48" 4.	2—36	Lacquer Porcelain		
	7-6-E	Sulphur Dioxide low pressure	1/2 hp. V belt	26 1/2" x 20 1/2" x 52" 5.	2—36	Lacquer Enamel		
	7-6-P	Sulphur Dioxide low pressure	1/2 hp. V belt	26 1/2" x 20 1/2" x 52" 5.	2—36	Lacquer Porcelain		
	7-7-P	Sulphur Dioxide low pressure	1/2 hp. V belt	30" x 19 1/2" x 50" 5.5	2—36	Lacquer Porcelain		
	7-8-P	Sulphur Dioxide low pressure	1/2 hp. V belt	35" x 20" x 60" 6.	3—54	Lacquer Porcelain		
	7-10-P	Sulphur Dioxide low pressure	1/2 hp. V belt	38" x 21 1/2" x 66" 7.5	3—54	Lacquer Porcelain		
Copeland Sales Co. 630 Lycaete St. Detroit, Mich.	Copeland DeLuxe Six	Thermostat Iso Butane	1-Cylinder 1/4 H.P.—V.—Belt	35 1/2" x 23 1/2" x 53 1/8" 4.	3—108	Vitreous Porcelain on Armo Iron	447	310.00
	Copeland DeLuxe Eight			35 1/2" x 23 1/2" x 61 1/2" 4.	4—162		482	390.00
	Copeland DeLuxe Ten			42 1/2" x 23 1/2" x 63 1/8" 8.	270		674	485.00
	Copeland DeLuxe Fourteen			48" x 24 1/2" x 69 3/4" 8.	324		934	585.00
	Copeland DeLuxe Twenty			61 3/4" x 24 1/2" x 69 3/4" 10.	378		1008	720.00
	Copeland CS-5			25 1/2" x 22" x 56 7/8" 3.	108		442	245.00
	Copeland SC-7			30 1/2" x 22" x 61 1/8" 4.	162		480	335.00
	Copeland SC-9			35 5/8" x 22" x 61 1/8" 4.	162		560	380.00
	Copeland N-5 Special			24 1/8" x 22 1/4" x 55 1/2" 3.	108	White pyroxylin lacquer on steel	695	210.00
	Copeland N-5-P			24 1/8" x 22 1/4" x 55 1/2" 3.	108	Three-coat porcelain White pyroxylin lacq.	418	225.00
	Copeland N-7-P			30 3/4" x 23" x 62" 4.	162	White vitreous por. White pyroxylin lacquer, white vitreous porcelain	542	290.00
	Copeland A-5, A-5 Special			24 1/8" x 22 1/4" x 55 1/2" 2.	63	White pyroxylin lacquer on steel	379	
	Copeland A-5-P			24 1/8" x 22 1/4" x 55 1/2" 2.		White enamel White pyroxylin super ascaloy front 3 coat porcelain	379	

Manufacturer	Model and Trade Name	Control and Refrigerant	Compressor Motor, and Drive	Dimensions Width, Depth, Height, and Food Chamber, Cu. Ft.	Ice Trays—Cubes	Finish Outside Inside	Shipping Weight Lbs.	Retail Price
Cooke Elec. Refrig. Co. Chicago, Ill.	A-10 C.E.R.C.O.	American Radiator entirely automatic 1½ oz. of ammonia	1½"x1" water-cooled ½ hp. motor belt	As selected up to 7½ cubic feet		6 trays—48 1½" cubes 2-qt. ice cream freezer	Unit only 100 lbs.	\$250.00
Electro-Kold Corp. Sopkane, Wash.	51-EU Electro-Kold	Pressure Sulphur Dioxide	1-Cylinder Air-Cooled ½ H.P.—V-Belt	23"x20½"x52" 5.1 2" & 2½" sheet cork, sealed		Steel Ext.—Lacquer Int.—Enamel	315	\$185.00
	51-PU Electro-Kold	Pressure Sulphur Dioxide	1-Cylinder Air-Cooled ½ H.P.—V-Belt	23"x20½"x52" 5.1 2" & 2½" sheet cork, sealed		Steel Ext.—Lacquer Int.—Porcelain	325	200.00
	100-E Electro-Kold	Pressure Sulphur Dioxide	1-Cylinder Air-Cooled ½ H.P.—V-Belt	26¼"x19½"x57½" 6.3 2" sheet cork, sealed		Steel Ext.—Lacquer Int.—Enamel	325	210.00
	100-P Electro-Kold	Pressure Sulphur Dioxide	1-Cylinder Air-Cooled ½ H.P.—V-Belt	26¼"x19½"x57½" 6.3 2" sheet cork, sealed		Steel Ext.—Lacquer Int.—Porcelain	350	240.00
	L-4 Electro-Kold	Pressure Sulphur Dioxide	1-Cylinder Air-Cooled ½ H.P.—V-Belt	24½"x22½"x56½" 5.82 2" sheet cork, sealed		Steel Ext.—Lacquer Int.—Porcelain	388	245.00
	L-5-1 Electro-Kold	Pressure Sulphur Dioxide	1-Cylinder Air-Cooled ¼ H.P.—V-Belt	27¾"x22½"x56½" 6.97 2" sheet cork, sealed		Steel Ext.—Lacquer Int.—Porcelain	414	280.00
	L-7 Electro-Kold	Pressure Sulphur Dioxide	1-Cylinder Air-Cooled ¼ H.P.—V-Belt	36"x21¾"x60½" 9.94 2" sheet cork, sealed		Steel Ext.—Lacquer Int.—Porcelain	522	365.00
	L-9 Electro-Kold	Pressure Sulphur Dioxide	1-Cylinder Air-Cooled ¼ H.P.—V-Belt	41¾"x21¾"x62½" 12.65 2" sheet cork, sealed		Steel Ext.—Lacquer Int.—Porcelain	568	415.00
	JP-4 Electro-Kold	Pressure Sulphur Dioxide	1-Cylinder Air-Cooled ½ H.P.—V-Belt	24½"x22½"x56½" 5.82 2" sheet cork, sealed		Steel Ext.—Porcelain Int.—Porcelain	400	265.00
	JP-5-1 Electro-Kold	Pressure Sulphur Dioxide	1-Cylinder Air-Cooled ¼ H.P.—V-Belt	27¾"x22½"x56½" 6.97 2" sheet cork, sealed		Steel Ext.—Porcelain Int.—Porcelain	450	310.00
	JP-7 Electro-Kold	Pressure Sulphur Dioxide	1-Cylinder Air-Cooled ¼ H.P.—V-Belt	36"x21¾"x60½" 9.94 2" sheet cork, sealed		Steel Ext.—Porcelain Int.—Porcelain	595	380.00
	JP-9 Electro-Kold	Pressure Sulphur Dioxide	1-Cylinder Air-Cooled ¼ H.P.—V-Belt	41¾"x21¾"x62½" 12.65 2" and 3" sheet cork, sealed		Steel Ext.—Porcelain Int.—Porcelain	600	435.00
	P-5-2 Electro-Kold	Pressure Sulphur Dioxide	1-Cylinder Air-Cooled ¼ H.P.—V-Belt	34¾"x21"x56¾" 7.18 2" sheet cork, sealed		Steel Ext.—Porcelain Int.—Porcelain	450	350.00
	P-7 Electro-Kold	Pressure Sulphur Dioxide	1-Cylinder Air-Cooled ¼ H.P.—V-Belt	37½"x24½"x61½" 10.54 2" sheet cork, sealed		Steel Ext.—Porcelain Int.—Porcelain	595	405.00
	P-9 Electro-Kold	Pressure Sulphur Dioxide	1-Cylinder Air-Cooled ¼ H.P.—V-Belt	42½"x23½"x63¾" 12.9 2" and 3" sheet cork, sealed		Steel Ext.—Porcelain Int.—Porcelain	690	475.00
	P-14 Electro-Kold	Pressure Sulphur Dioxide	1-Cylinder Air-Cooled ½ H.P.—V-Belt	46½"x25½"x68½" 18.7 2" and 3" sheet cork, sealed		Steel Ext.—Porcelain Int.—Porcelain	810	595.00
	P-16 Electro-Kold	Pressure Sulphur Dioxide	1-Cylinder Air-Cooled ½ H.P.—V-Belt	47½"x25½"x73¼" 23.75 2½" sheet cork, sealed		Steel Ext.—Porcelain Int.—Porcelain	870	670.00
	P-30 Electro-Kold	Pressure Sulphur Dioxide	1-Cylinder Air-Cooled ½ H.P.—V-Belt	61¾"x29½"x70½" 40.5 3" sheet cork, sealed		Steel Ext.—Porcelain Int.—Porcelain	1250	895.00
Devon Mfg. Co. 11 Beacon St. Boston, Mass.	11	Thermostat Air	1-Cylinder Reciprocating ¼ H.P.—Belt	36" x27" x64¾" 7.0	6—196	White enamel Gray lacquer White enamel	715	\$380.00
	14	Thermostat Air	1-Cylinder Reciprocating ¼ H.P.—Belt	36" x27" x72¼" 9.0	6—196	White enamel Gray lacquer White enamel	750	430.00
Frigidaire Corp. Dayton, Ohio	Frigidaire AHE-3637	Sulphur Dioxide Low Pressure	Unit or Multiple	24¼"x19" x36¼" 4.	2—30	Baked enamel on steel Duco on steel	Cabinet only 207	
	Frigidaire AHP-3637	Sulphur Dioxide Low Pressure	Unit or Multiple	24¼"x19" x56¼" 4.	2—30	Porcelain on steel Duco on steel	228	
	Frigidaire AHE-5637	Sulphur Dioxide Low Pressure	Unit or Multiple	24¼"x19" x56¼" 4.	2—30	Baked enamel on steel Duco on steel	248	
	Frigidaire AHP-5637	Sulphur Dioxide Low Pressure	Unit or Multiple	26¾"x24" x56½" 5.	2—42	Porcelain on steel Duco on steel	273	
	Frigidaire AHE-5650	Sulphur Dioxide Low Pressure	Unit or Multiple	26¾"x24" x56½" 5.	2—42	Baked enamel on steel Duco on steel	380	
	Frigidaire AHP-5650	Sulphur Dioxide Low Pressure	Unit or Multiple	26¾"x24" x56½" 5.	2—42	Porcelain on steel Duco on steel	419	
	Frigidaire AHE-4833	Sulphur Dioxide Low Pressure	Multiple	22½"x19" x48¼" 3.5	2—30	Baked enamel on steel Duco on steel	199	
	Frigidaire AHP-4833	Sulphur Dioxide Low Pressure	Multiple	22½"x19" x48¼" 3.5	2—30	Baked enamel on steel Duco on steel	216	
	Frigidaire AHE-4837	Sulphur Dioxide Low Pressure	Multiple	24¼"x19" x48¼" 4.	2—30	Porcelain on steel Duco on steel	253	

Refrigerators, Continued

Appliance

Manufacturer	Model and Trade Mark	Control and Refrigerant	Compressor Motor, and Drive	Dimensions Width, Depth, Height, and Food Chamber, Cu. Ft.	Ice Trays—Cubes	Finish Outside Inside	Shipping Weight Lbs.	Retail Price
Weight Cab. Coil and ComP.								
Frigidaire Corporation, —Continued	D-4	Sulphur Dioxide	1-Cylinder	26 1/4" x 23" x 48"	2— 24	White porcelain on steel		
	Frigidaire D-5	Low Pressure Sulphur Dioxide	1/2 H.P.—V-Belt	28 1/2" x 24 1/2" x 56 3/4"	2— 42	Duco on steel	495	
	Frigidaire D-6	Low Pressure Sulphur Dioxide	1/2 H.P.—V-Belt	31 3/4" x 24 1/2" x 59 1/4"	2— 42	White Porcelain on steel	634	
	Frigidaire D-7	Low Pressure Sulphur Dioxide	1/2 H.P.—V-Belt	33" x 28" x 62"	2— 42	White Porcelain on steel	700	
	Frigidaire D-7-2	Low Pressure Sulphur Dioxide	1/2 H.P.—V-Belt	35 3/4" x 28" x 62"	3— 54	Duco on steel	755	
	Frigidaire D-9	Low Pressure Sulphur Dioxide	1/2 H.P.—V-Belt	37 1/4" x 28" x 67 3/4"	4— 72	White porcelain on steel	738	
	Frigidaire D-12	Low Pressure Sulphur Dioxide	1/2 H.P.—V-Belt	46 1/2" x 28" x 67 3/4"	4— 96	Duco on steel	903	
	Frigidaire AP-4	Low Pressure Sulphur Dioxide	1/2 H.P.—V-Belt	26 1/4" x 23" x 48"	2— 24	White porcelain on steel	509	
	Frigidaire AP-5	Low Pressure Sulphur Dioxide	1/2 H.P.—V-Belt	28 1/2" x 24 1/2" x 56 3/4"	2— 42	Tu-tone por. on steel	637	
	Frigidaire AP-6	Low Pressure Sulphur Dioxide	1/2 H.P.—V-Belt	31 3/4" x 24 1/2" x 59 1/4"	2— 42	White porcelain on steel	713	
	Frigidaire AP-7-1	Low Pressure Sulphur Dioxide	1/2 H.P.—V-Belt	33" x 28" x 62"	2— 42	Tu-tone por. on steel	803	
	Frigidaire AP-7-2	Low Pressure Sulphur Dioxide	1/2 H.P.—V-Belt	35 3/4" x 28" x 62"	3— 54	White porcelain on steel	840	
	Frigidaire AP-9	Low Pressure Sulphur Dioxide	1/2 H.P.—V-Belt	37 1/4" x 28" x 67 3/4"	4— 72	Tu-tone por. on steel	911	
	Frigidaire AP-12	Low Pressure Sulphur Dioxide	1/2 H.P.—V-Belt	46 1/2" x 28" x 67 3/4"	4— 96	White porcelain on steel	1043	
	Frigidaire AP-18	Low Pressure Sulphur Dioxide	1/2 H.P.—V-Belt	46 1/2" x 28" x 67 3/4"	6— 144	Tu-tone por. on steel	1332	
	Frigidaire	Low Pressure Sulphur Dioxide	1/2 H.P.—V-Belt	46 1/2" x 28" x 67 3/4"	6— 144	White porcelain on steel		
General Electric Co. Hanna Bldg. Cleveland, Ohio	GE	Thermostat	1-Cylinder	24" x 23 1/2" x 63 1/4"	2— 48	Sanak on steel	512	
	G-40	Sulphur dioxide	1/2 H.P.; direct	28 3/4" x 25" x 66 1/4"	2— 56	Porcelain	674	
	G-55	Sulphur dioxide	1/2 H.P.; direct	28" x 24" x 66 1/2"	2— 56	Porcelain	80	
	P-52	Thermostat	1-Cylinder	34 3/8" x 28 1/2" x 69 7/8"	2— 56	Porcelain	673	
	P-72	Sulphur dioxide	1/2 H.P.; direct	34 3/8" x 28 1/2" x 69 7/8"	2— 56	Porcelain	790	
	G-75	Thermostat	1-Cylinder	44 3/4" x 26" x 65"	4— 112	Sanak on Steel	911	
	G-100	Sulphur dioxide	1/2 H.P.; direct	41 7/8" x 27 1/2" x 69 1/8"	4— 112	Porcelain	780	
	PL-95	Thermostat	1-Cylinder	47 7/8" x 27" x 71 7/8"	4— 112	Porcelain	860	
	PL-13	Sulphur dioxide	1/2 H.P.; direct	54 5/8" x 26 1/2" x 66 1/2"	4— 112	Sanak on Steel	1,012	
	G-135	Thermostat	1-Cylinder	65" x 26 1/2" x 68 1/8"	4— 112	Porcelain	1,238	
	G-175	Sulphur dioxide	1/2 H.P.; direct	61 3/8" x 27 1/4" x 71 7/8"	4— 112	Sanak on Steel	981	
	PL-17	Thermostat	1-Cylinder	55 1/2" x 33 1/2" x 90 1/2"		Porcelain and lacquer	1,495	
	C-270	Sulphur dioxide	1/2 H.P.; direct	81 1/4" x 33 1/2" x 92 1/4"		Porcelain and lacquer	1,893	
	C-450	Thermostat	2-Cylinder	104 1/2" x 33 1/2" x 92 1/4"		Porcelain	2,345	
	C-600	Sulphur dioxide	1/2 H.P.; direct			Porcelain and lacquer		
General Refrigeration Co. Beloit, Wisc.	50 Jr. Lipman	Thermostat Ammonia	1-Cylinder 1/2 H.P.—Belt	Machine only		Gray enamel		Not given
	50-G Lipman	Water cooled 2 1/2 cu. ft. water per hr. Thermostat Ammonia	1-Cylinder 1/2 H.P.—Belt	Machine and coils only		Gray enamel		Not given
Iceberg Mfg. Co. Gardner, Mass.	Ice-Berg E-4	Thermostat Methyl Chloride	1-Cylinder Belt	22 1/2" x 21 1/2" x 54"	2— 48	Steel	288	\$190.00
	Ice-Berg EP-4	Thermostat Methyl Chloride	1-Cylinder Belt	22 1/2" x 21 1/2" x 54"	2— 48	White Enamel Steel	295	195.00
	Ice-Berg E-5	Thermostat Methyl Chloride	1-Cylinder Belt	26 3/4" x 22" x 54"	3— 72	White Enamel Steel	350	220.00
	Ice-Berg EP-5	Thermostat Methyl Chloride	1-Cylinder Belt	26 3/4" x 22" x 54"	3— 72	White Enamel Steel	360	235.00
	Ice-Berg E-6-1	Thermostat Methyl Chloride	1-Cylinder Belt	26" x 22" x 60"	3— 72	White Enamel Steel	410	235.00
	Ice-Berg EP-6-1	Thermostat Methyl Chloride	1-Cylinder Belt	26" x 22" x 60"	3— 72	White Enamel Steel	420	265.00
	Ice-Berg EP-6-2	Thermostat Methyl Chloride	1-Cylinder Belt	31 3/4" x 21 1/2" x 56"	3— 72	White Enamel Steel	420	290.00
	Ice-Berg P-6-2	Thermostat Methyl Chloride	1-Cylinder Belt	31 3/4" x 21 1/2" x 56"	3— 72	White Enamel Steel	430	310.00
	Ice-Berg EP-7	Thermostat Methyl Chloride	1-Cylinder Belt	36" x 21 1/2" x 60"	3— 72	White Enamel Steel	450	370.00
	Ice-Berg P-7	Thermostat Methyl Chloride	1-Cylinder Belt	36" x 21 1/2" x 60"	3— 72	White Enamel Steel	460	385.00
	Ice-Berg EP-9	Thermostat Methyl Chloride	1-Cylinder Belt	42" x 21 1/2" x 63"	4— 96	White Enamel Steel	740	410.00
	Ice-Berg P-9	Thermostat Methyl Chloride	1-Cylinder Belt	42" x 21 1/2" x 63"	4— 96	White Enamel Steel	755	430.00
	Ice-Berg P-14	Thermostat Methyl Chloride	1-Cylinder Belt	47" x 26" x 68 1/2"	5— 120	White Enamel Steel	950	610.00
						Porcelain		
						Porcelain		
						Porcelain		
						Porcelain		

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Refrigerators, *Continued*

Appliance

Manufacturer	Model and Trade Mark	Control and Refrigerant	Compressor Motor, and Drive	Dimensions Width, Depth, Height, and Food Chamber, Cu. Ft.	Ice Trays—Cubes	Finish Outside Inside	Shipping Weight Lbs.	Retail Price
Narragansett Machine Co. Pawtucket, R. I. (Continued)	Chilrite LP-9	Sulphur dioxide Thermostat	Direct drive	7.5 35 1/2" x 23" x 70"	Deep tray 3—54	Porcelain Lacquer	770	
	Chilrite P-9	Sulphur dioxide Thermostat	Direct drive	12.4 35 1/2" x 23" x 70"	Deep tray 3—54	Porcelain Lacquer	790	
	Chilrite LP-12	Sulphur dioxide Thermostat	Direct drive	12.4 45" x 23" x 70"	Deep tray 3—54	Porcelain Lacquer	890	
	Chilrite P-12	Sulphur dioxide Thermostat	Direct drive	15.9 45" x 23" x 70"	Deep tray 3—54	Porcelain Lacquer	910	
	Chilrite	Sulphur dioxide		15.9	Deep tray	Porcelain		
Norge Corporation 670 E. Woodbridge St. Detroit, Mich.	300	Sulphur dioxide	Rotary belt	25 1/4" x 23 1/4" x 50 3/4"	2—30	Lacquer enamel		
	300P	Sulphur dioxide	Rotary belt	25 1/4" x 23 1/4" x 50 3/4"	2—30	Lacquer porcelain		
	303	Sulphur dioxide	Rotary belt	25 1/4" x 22 1/2" x 59 1/2"	2—42	Lacquer enamel		
	403	Sulphur dioxide	Rotary belt	25 1/2" x 22 1/2" x 59 1/2"	2—42	Lacquer Porcelain		
	503	Sulphur dioxide	Rotary belt	25 1/2" x 22 1/2" x 59 1/2"	2—42	Porcelain		
	502	Sulphur dioxide	Rotary belt	32 1/8" x 23 1/8" x 58 1/4"	2—42	Porcelain		
	552	Sulphur dioxide	Rotary belt	38 1/8" x 23 1/8" x 58 1/4"	2—42	Porcelain		
	702	Sulphur dioxide	Rotary belt	36 3/8" x 27" x 62 1/8"	3—63	Porcelain		
	752	Sulphur dioxide	Rotary belt	36 3/8" x 27" x 62 1/8"	3—63	Porcelain		
	902	Sulphur dioxide	Rotary belt	36 1/8" x 27" x 68 1/8"	4—84	Porcelain		
	952	Sulphur dioxide	Rotary belt	36 1/8" x 27" x 68 1/8"	4—84	Porcelain		
	1202	Sulphur dioxide	Rotary belt	44 3/4" x 27" x 70 7/8"	4—84	Porcelain		
	1252	Sulphur dioxide	Rotary belt	44 3/4" x 27" x 70 7/8"	4—84	Porcelain		
	1602	Sulphur dioxide	Rotary belt	55 3/8" x 27" x 70 7/8"	4—96	Porcelain		
	1652	Sulphur dioxide	Rotary belt	55 3/8" x 27" x 70 7/8"	4—96	Porcelain		
	115	Sulphur dioxide	Rotary belt	24 1/8" x 19 7/8" x 36"	2—30	Lacquer Porcelain		
	215	Sulphur dioxide	Rotary belt	24 1/8" x 19 7/8" x 48 3/8"	2—30	Lacquer Porcelain		
Servel Sales, Inc. Evansville, Ind.	D-5 Servel	Thermostat Methyl Chloride	1-Cylinder 1/6 H.P.—Belt	26 3/4" x 23 1/4" x 57 7/8"	4—48	White Gray and white, other optional colors	215.00	
	K-5 Servel	Thermostat Methyl Chloride	1-Cylinder 1/6 H.P.—Belt	26 1 1/8" x 25 1/2" x 63 1/8"	4—48	White Gray and white, other optional colors	245.00	
	K-7 Servel	Pressure Methyl Chloride	2-Cylinder 1/4 H.P.—Belt	36 7/8" x 26 5/8" x 65 1/4"	10—120	White Gray and white, other optional colors	315.00	
	K-10 Servel	Pressure Methyl Chloride	2-Cylinder 1/4 H.P.—Belt	42 5/8" x 27 1/8" x 70 1/4"	14—168	White Gray and white, other optional colors	395.00 all f.o.b. Evansville	
Trupar Mfg. Co. 140 Davis Ave., Dayton, Ohio	M-30	Pressure Sulphur Dioxide	1-Cylinder 1/6 H.P.	26 1/4" x 24 1/4" x 54 1/4"	2—56	Lacquer Enamel		
	M-31	Pressure Sulphur Dioxide	1-Cylinder 1/6 H.P.	26 1/4" x 24 1/4" x 54 3/4"	2—56	Lacquer Enamel		
	M-32	Pressure Sulphur Dioxide	1-Cylinder 1/6 H.P.	26 1/4" x 24 3/4" x 54 3/4"	2—56	Lacquer Enamel		
	1-AA-50	Pressure Sulphur dioxide	1-Cylinder 1/6 H.P.—Belt	26 1/4" x 22 1/4" x 57 1/4"	2—56	Lacquer Porcelain	270	
	1-AA-51	Pressure Sulphur dioxide	1-Cylinder 1/6 H.P.—Belt	27 1/4" x 22 1/4" x 57 1/4"	2—56	Porcelain	280	
	1-AA-52	Pressure Sulphur dioxide	1-Cylinder 1/6 H.P.—Belt	26 1/4" x 22 1/4" x 57 1/4"	2—56	Lacquer Porcelain	255	
	1-AA-60	Pressure Sulphur dioxide	1-Cylinder 1/6 H.P.—Belt	32" x 20 3/4" x 58 3/8"	2—56	Enamel Lacquer	300	
	1-AA-61	Pressure Sulphur dioxide	1-Cylinder 1/6 H.P.—Belt	32" x 20 3/4" x 58 3/8"	2—56	Porcelain	330	
	1-A-70	Pressure Sulphur dioxide	1-Cylinder 1/6 H.P.—Belt	35 5/8" x 22 7/8" x 63 1/4"	3—84	Porcelain	440	
	1-A-71	Pressure Sulphur dioxide	1-Cylinder 1/6 H.P.—Belt	35 5/8" x 22 7/8" x 63 1/4"	3—84	Porcelain	480	
	2-C-90	Pressure Sulphur dioxide	2-Cylinder 1/4 H.P.—Belt	35 5/8" x 22 7/8" x 70 3/8"	4—112	Porcelain	510	
	2-C-91	Pressure Sulphur dioxide	2-Cylinder 1/4 H.P.—Belt	35 5/8" x 22 7/8" x 30 3/8"	4—112	Porcelain	540	
	2-C-120	Pressure Sulphur dioxide	2-Cylinder 1/4 H.P.—Belt	45 1/4" x 23 1/4" x 71"	4—112	Lacquer Porcelain	610	
	2-C-121	Pressure Sulphur dioxide	2-Cylinder 1/4 H.P.—Belt	45 1/4" x 23 1/4" x 71"	4—112	Porcelain	655	
	2-C-150	Pressure Sulphur dioxide	2-Cylinder 1/4 H.P.—Belt	53 3/8" x 23 1/4" x 71"	4—112	Lacquer Porcelain	710	
	2-C-151	Pressure Sulphur dioxide	2-Cylinder 1/4 H.P.—Belt	53 3/8" x 23 1/4" x 71"	4—112	Porcelain	760	
Universal Cooler Corp. 18th and Howard Sts. Detroit, Mich.	Universal 407	Pressurestat Methyl Chloride	1-Cylinder 1/6 H.P.—Belt	26 1/4" x 20 3/8" x 47 1/4"	3—63	Lacquer Enamel		
	Universal 408	Pressurestat Methyl Chloride	1-Cylinder 1/6 H.P.—Belt	26 1/4" x 20 3/8" x 57 1/4"	3—63	Lacquer Porcelain		
	Universal 50	Pressurestat Methyl Chloride	1-Cylinder 1/6 H.P.—Belt	26 1/4" x 20 3/8" x 57 1/4"	3—63	Lacquer Enamel		
	Universal 51	Pressurestat Methyl Chloride	1-Cylinder 1/6 H.P.—Belt	26 1/4" x 22 1/4" x 57 1/4"	3—63	Lacquer Porcelain		
	Universal 55	Pressurestat Methyl Chloride	1-Cylinder 1/6 H.P.—Belt	32" x 20 3/4" x 58 3/4"	3—63	Lacquer Porcelain		
	Universal 56	Pressurestat Methyl Chloride	1-Cylinder 1/6 H.P.—Belt	32" x 20 3/4" x 58 3/4"	3—63	Porcelain		
	Universal 70	Pressurestat Methyl Chloride	1-Cylinder 1/6 H.P.—Belt	35 5/8" x 22 7/8" x 63 1/4"	3—63	Lacquer Porcelain		
	Universal 71	Pressurestat Methyl Chloride	1-Cylinder 1/6 H.P.—Belt	35 5/8" x 22 7/8" x 63 1/4"	3—63	Porcelain		
	Universal 90	Pressurestat Methyl Chloride	1-Cylinder 1/6 H.P.—Belt	35 5/8" x 22 7/8" x 70 3/8"	5—105	Lacquer Porcelain		
	Universal 91	Pressurestat Methyl Chloride	1-Cylinder 1/6 H.P.—Belt	35 5/8" x 22 7/8" x 70 3/8"	5—105	Porcelain		
	Universal 120	Pressurestat Methyl Chloride	1-Cylinder 1/6 H.P.—Belt	45 1/4" x 23 1/4" x 71"	6—126	Lacquer Porcelain		
	Universal 130	Pressurestat Methyl Chloride	1-Cylinder 1/6 H.P.—Belt	45 1/4" x 23 1/4" x 71"	6—126	Porcelain		
	Universal 150	Pressurestat Methyl Chloride	1-Cylinder 1/6 H.P.—Belt	53 3/8" x 23 1/4" x 71"	Or 9—189	Lacquer Porcelain		
	Universal 160	Pressurestat Methyl Chloride	1-Cylinder 1/6 H.P.—Belt	53 3/8" x 23 1/4" x 71"	Or 9—189	Porcelain		

Manufacturer	Model and Trade Mark	Control and Refrigerant	Compressor Motor, and Drive	Dimensions Width, Depth, Height, and Food Chamber, Cu. Ft.	Ice Trays—Cubes	Finish Outside Inside	Shipping Weight Lbs.	Retail Price
Warner Steel Products Co. Ottawa, Kansas	6 Surecold	Thermostat Sulphur dioxide	1-Cylinder $\frac{1}{8}$ H.P.—Belt	$23\frac{3}{4}" \times 20\frac{3}{8}" \times 51\frac{1}{2}"$	2—28	White duco		Not given
	8 Surecold	Pressure Sulphur dioxide	1-Cylinder $\frac{1}{8}$ H.P.—Belt	$25\frac{1}{2}" \times 21\frac{1}{4}" \times 56\frac{1}{2}"$	2—42	White enamel		Not given
	10 Surecold	Pressure Sulphur dioxide	1-Cylinder $\frac{1}{8}$ H.P.—Belt	$25" \times 22" \times 58"$	2—42	White enamel		Not given
	11 Surecold	Pressure Sulphur dioxide	1-Cylinder $\frac{1}{8}$ H.P.—Belt	$27\frac{1}{8}" \times 22\frac{1}{2}" \times 60\frac{1}{4}"$	2—42	White enamel		Not given
	11-A Surecold	Pressure Sulphur dioxide	1-Cylinder $\frac{1}{8}$ H.P.—Belt	$27\frac{1}{8}" \times 22\frac{1}{2}" \times 60\frac{1}{4}"$	3—63	White enamel		Not given
	11-B Surecold	Pressure Sulphur dioxide	2-Cylinder $\frac{1}{4}$ H.P.—Belt	$29\frac{1}{8}" \times 23" \times 61"$	3—63	White enamel		Not given
	11-C Surecold	Pressure Sulphur dioxide	2-Cylinder $\frac{1}{4}$ H.P.—Belt	$29\frac{1}{8}" \times 23" \times 61"$	3—63	White enamel		Not given
	12 Surecold	Pressure Sulphur dioxide	2-Cylinder $\frac{1}{4}$ H.P.—Belt	$38" \times 22\frac{3}{4}" \times 60"$	3—63	White enamel		Not given
	12-B Surecold	Pressure Sulphur dioxide	2-Cylinder $\frac{1}{4}$ H.P.—Belt	$37\frac{3}{4}" \times 25" \times 61"$	3—63	White enamel		Not given
	12-C Surecold	Pressure Sulphur dioxide	2-Cylinder $\frac{1}{4}$ H.P.—Belt	$37\frac{3}{4}" \times 25" \times 61"$	3—63	White enamel		Not given
	12 Surecold	Pressure Sulphur dioxide	2-Cylinder $\frac{1}{4}$ H.P.—Belt	$37\frac{3}{4}" \times 25" \times 61"$	3—63	White enamel		Not given
	12-B Surecold	Pressure Sulphur dioxide	2-Cylinder $\frac{1}{4}$ H.P.—Belt	$37\frac{3}{4}" \times 25" \times 61"$	3—63	White enamel		Not given
	12-C Surecold	Pressure Sulphur dioxide	2-Cylinder $\frac{1}{4}$ H.P.—Belt	$37\frac{3}{4}" \times 25" \times 61"$	3—63	White enamel		Not given
	12 Surecold	Pressure Sulphur dioxide	2-Cylinder $\frac{1}{4}$ H.P.—Belt	$37\frac{3}{4}" \times 25" \times 61"$	3—63	White enamel		Not given
Wayne Home Equipment Co. Fort Wayne, Ind.	500-S Wayne	Sulphur dioxide	1-Cylinder Belt	5.1	2—56	Lacquer	385	\$175.00
	495-S Wayne	Sulphur dioxide	1-Cylinder Belt	5.1	2—56	Porcelain	440	200.00
	495-P Wayne	Sulphur dioxide	1-Cylinder Belt	5.1	2—56	Porcelain	440	315.00
	650-S Wayne	Sulphur dioxide	2-Cylinder Belt	6.46	3—84	Porcelain	525	330.00
	650-P Wayne	Sulphur dioxide	2-Cylinder Belt	6.46	3—84	Porcelain	580	350.00
	770-S Wayne	Sulphur dioxide	2-Cylinder Belt	7.7	4—112	Porcelain	595	375.00
	770-P Wayne	Sulphur dioxide	2-Cylinder Belt	7.7	4—112	Porcelain	650	395.00
	1000-S Wayne	Sulphur dioxide	2-Cylinder Belt	10.3	4—112	Porcelain	695	390.00
	1000-P Wayne	Sulphur dioxide	2-Cylinder Belt	10.3	4—112	Porcelain	790	440.00
	1300-S Wayne	Sulphur dioxide	2-Cylinder Belt	13.1	6—168	Porcelain	795	470.00
	1300-P Wayne	Sulphur dioxide	2-Cylinder Belt	13.1	6—168	Porcelain	875	540.00
	1700-S Wayne	Sulphur dioxide	2-Cylinder Belt	16.9	6—168	Porcelain	920	535.00
	1700-P Wayne	Sulphur dioxide	2-Cylinder Belt	16.9	6—168	Porcelain	1020	576.00
	1700-P Wayne	Sulphur dioxide	2-Cylinder Belt	16.9	6—168	Porcelain	1020	576.00
	1700-P Wayne	Sulphur dioxide	2-Cylinder Belt	16.9	6—168	Porcelain	1020	576.00
	1700-P Wayne	Sulphur dioxide	2-Cylinder Belt	16.9	6—168	Porcelain	1020	576.00
	1700-P Wayne	Sulphur dioxide	2-Cylinder Belt	16.9	6—168	Porcelain	1020	576.00
Welsbach Co. Gloucester, N. J.	C-140 Welsbach	Thermostat Ethyl Chloride	2-Cylinder $\frac{1}{8}$ H.P.	$26\frac{1}{4}" \times 21\frac{1}{4}" \times 52\frac{1}{4}"$	2—36	Steel		215.00
	C-155 Welsbach	Thermostat Ethyl Chloride	2-Cylinder $\frac{1}{8}$ H.P.	$26\frac{1}{4}" \times 21\frac{1}{4}" \times 55\frac{3}{4}"$	2—42	White nitro-lacquer		225.00
	C-150 Welsbach	Thermostat Ethyl Chloride	2-Cylinder $\frac{1}{8}$ H.P.	$26\frac{1}{4}" \times 21\frac{1}{4}" \times 55\frac{3}{4}"$	2—42	White nitro-lacquer		250.00
	C-160 Welsbach	Thermostat Ethyl Chloride	2-Cylinder $\frac{1}{8}$ H.P.	$27\frac{1}{4}" \times 23\frac{3}{8}" \times 57\frac{1}{2}"$	2—42	White nitro-lacquer		300.00
	C-170 Welsbach	Thermostat Ethyl Chloride	2-Cylinder $\frac{1}{8}$ H.P.	$32\frac{3}{4}" \times 23\frac{3}{8}" \times 57\frac{1}{2}"$	2—42	White nitro-lacquer		355.00
	C-260 Welsbach	Thermostat Ethyl Chloride	2-Cylinders $\frac{1}{4}$ H.P.	$27\frac{1}{4}" \times 23\frac{3}{8}" \times 57\frac{1}{2}"$	3—63	White nitro-lacquer		325.00
	C-270 Welsbach	Thermostat Ethyl Chloride	2-Cylinders $\frac{1}{4}$ H.P.	$32\frac{3}{4}" \times 23\frac{3}{8}" \times 57\frac{1}{2}"$	3—63	White nitro-lacquer		375.00
	C-280 Welsbach	Thermostat Ethyl Chloride	2-Cylinders $\frac{1}{4}$ H.P.	$36" \times 23\frac{3}{8}" \times 57\frac{1}{2}"$	4—84	White nitro-lacquer		415.00
	C-101 Welsbach	Thermostat Ethyl Chloride	2-Cylinders $\frac{1}{4}$ H.P.	$31" \times 21\frac{1}{2}" \times 64\frac{1}{4}"$	4—72	White or gray nitro-lacquer		375.00
	C-201 Welsbach	Thermostat Ethyl Chloride	2-Cylinders $\frac{1}{4}$ H.P.	$37" \times 21\frac{1}{2}" \times 64\frac{1}{4}"$	6—108	White or gray nitro-lacquer		450.00
Whitehead Refrigeration Co. 3730 Woodward Ave. Detroit, Mich.	J-53	Methyl chloride	1-Cylinder $\frac{1}{8}$ H.P.	$23\frac{1}{2}" \times 20" \times 49"$	4—48	Porcelain		
	J-75	Thermostat Methyl chloride	1-Cylinder $\frac{1}{8}$ H.P.	$32" \times 20\frac{1}{2}" \times 58\frac{1}{2}"$	8—96	Lacquer		
	J-75	Thermostat Methyl chloride	1-Cylinder $\frac{1}{8}$ H.P.	$32" \times 20\frac{1}{2}" \times 58\frac{1}{2}"$	8—96	Porcelain		
William-Oil-O-Matic Heating Corp. Bloomington, Ill.	Ice-O-Matic (See Adv. P. 173)	Methyl chloride	Reciprocating $\frac{1}{2}$ H.P. to $1\frac{1}{2}$ H.P.	4.19 Food storage		Porcelain Lacquer		175.00 up f.o.b. factory
Zerozone Corporation 939-1011 East 95th St. Chicago, Ill.	JP-49	Thermostat Sulphur dioxide	1-Cylinder $\frac{1}{8}$ H.P.—V.—Belt	$49" \times 26\frac{5}{8}" \times 22"$	2—42	Porcelain	386	
	LE-49	Thermostat Sulphur dioxide	1-Cylinder $\frac{1}{8}$ H.P.—V.—Belt	$49" \times 26" \times 22"$	2—43	Porcelain enamel	386	
	LP-49	Thermostat Sulphur dioxide	1-Cylinder $\frac{1}{8}$ H.P.—V.—Belt	$49" \times 26" \times 22"$	2—42	Lacquer enamel	386	
	JP-5-1	Thermostat Sulphur dioxide	1-Cylinder $\frac{1}{8}$ H.P.—V.—Belt	$56\frac{1}{2}" \times 27\frac{3}{4}" \times 22\frac{1}{2}"$	2—42	Porcelain	424	
	P-5-2	Thermostat Sulphur dioxide	1-Cylinder $\frac{1}{8}$ H.P.—V.—Belt	$56\frac{1}{2}" \times 34\frac{3}{4}" \times 21"$	3—63	Porc. enamel	480	
	P-7	Thermostat Sulphur dioxide	1-Cylinder $\frac{1}{8}$ H.P.—V.—Belt	$61\frac{3}{4}" \times 37\frac{1}{8}" \times 24\frac{1}{8}"$	3—63	Porc. enamel	597	
	P-9	Thermostat Sulphur dioxide	1-Cylinder $\frac{1}{8}$ H.P.—V.—Belt	$63\frac{3}{4}" \times 42\frac{7}{8}" \times 23\frac{1}{8}"$	3—63	Porc. enamel	704	
	P-14	Thermostat Sulphur dioxide	1-Cylinder $\frac{1}{8}$ H.P.—V.—Belt	$68\frac{3}{4}" \times 46\frac{7}{8}" \times 25\frac{3}{4}"$	4—105	Porc. enamel	922	
	P-16	Thermo. or Low side Pres. Sulphur dioxide	2-Cylinder $\frac{1}{4}$ H.P.—V.—Belt	$73\frac{1}{4}" \times 47\frac{7}{8}" \times 25\frac{3}{4}"$	5—126	Porcelain	1297	
	P-30	Thermo. or Low side Pressure Sulphur dioxide	2-Cylinder $\frac{1}{4}$ H.P.—V.—Belt	$70\frac{1}{2}" \times 61\frac{3}{4}" \times 29\frac{5}{8}"$	6—147	Porcelain		
	LP-42	Low Side Pressure Sulphur dioxide	Multiple	$41\frac{3}{4}" \times 26\frac{3}{4}" \times 22\frac{1}{2}"$	2—56	Duco Porcelain		
	LP-42	Low Side Pressure Sulphur dioxide	Multiple	$41\frac{3}{4}" \times 26\frac{3}{4}" \times 22\frac{1}{2}"$	2—56	Duco Porcelain		
	LP-42	Low Side Pressure Sulphur dioxide	Multiple	$41\frac{3}{4}" \times 26\frac{3}{4}" \times 22\frac{1}{2}"$	2—56	Duco Porcelain		
	LP-42	Low Side Pressure Sulphur dioxide	Multiple	$41\frac{3}{4}" \times 26\frac{3}{4}" \times 22\frac{1}{2}"$	2—56	Duco Porcelain		
	LP-42	Low Side Pressure Sulphur dioxide	Multiple	$41\frac{3}{4}" \times 26\frac{3}{4}" \times 22\frac{1}{2}"$	2—56	Duco Porcelain		

Sewing Machines

Appliance

Manufacturer	Trade Name and Model Type	Motor and Speed Control	Light	Dimensions, Closed, In.	Cabinet Finish	Shipping Weight, Lbs.	Retail Price
Domestic Sewing Machine Co. Cleveland, Ohio	Domestic—Console, Rotary	Knee control	Attached front	36x19x31	Walnut	102	
	Domestic—Desk, Rotary	Knee control	Attached front	24½x18½x31	Walnut	88	
	Domestic—Portable, Rotary	Attached, foot	Attached front	21x9½x13½	Walnut	54	
	Domestic—Portable, Long Bobbin	Attached, foot	Attached front	21x9½x13½	Walnut	52	
Free Sewing Machine Co. Rockford, Illinois	Free—Westinghouse—301-C.E. Console, Long Shuttle	Built-in Bradley, knee	Built-in, rear	30x36x18	Walnut	134	
	Free—Westinghouse—311-C.E. Console, Long Shuttle	Built-in, Bradley, knee	Built-in, rear	30½x29½x17½	Walnut	118	
	Free—Westinghouse—251-C.E. Console, Long Shuttle	Built-in, Bradley, knee	Built-in, rear	30x36x18	Walnut	123	
	Free—Westinghouse—241-C.E. Console, Long Shuttle	Built-in, Bradley, knee	Built-in, rear	30x17½x24½	Walnut or mahogany	98	
	Free—Westinghouse—231-C.E. Desk, Long Shuttle	Built-in, Bradley, knee	Built-in, rear	30x25x18	Walnut or oak	Wal. 105 Oak 107	
	Free—Westinghouse—05-C.E. Portable, Long Shuttle	Bradley, foot	Built-in, rear	13x20x9	Walnut	59	
	Also furnished with Round Bobbin rotary AE "head".						
Graybar Electric Co. Lexington Ave. & 43rd St. New York, N. Y. (See Adv. P. 11)	Graybar—2A, Portable Rotary Head	Built-in, foot	Attached front		Walnut	65	\$75.00. West of Rockies 77.50
	Graybar—7A, Cabinet Rotary Head	Built-in, knee	Attached front	30x24x18½	Walnut	119	105.00. West of Rockies 107.50
	Graybar—5A, Console Rotary Head	Built-in, knee	Attached front	30x35x18½	Walnut	145	140.00. West of Rockies 145.00
	Graybar—6, Console, Two Spool Head	Attached, knee	Attached front	30x35x18½	Walnut	145	150.00. West of Rockies 155.00
	Graybar—I, Portable, Shuttle	Attached, foot	None		Walnut	60	57.50. West of Rockies 60.00
	Graybar—11, Portable, Shuttle	Attached, foot	None		Metal	45	45.00. West of Rockies 47.50
	Graybar—3, Portable, Chain Stitch	Attached swinging, foot	None		Walnut	45	80.00. West of Rockies 82.50
	Graybar—4, Portable, Two Spool	Attached, foot	None		Walnut	70	80.00. West of Rockies 82.50
Illinois Sewing Machine Co. Rockford, Ill.	Royal—521-L.E., Console, Short Shuttle Throw	Built-in, Bradley, knee		30x22½x17½	Walnut	92	98.40
	Royal—07-L.E., Portable, Short Shuttle Throw	foot control		13½x20x9	Walnut	55	70.00
National Sewing Machine Co. Belvidere, Ill.	Eldredge Rotary Console	Built-in, Knee or foot	Attached	36½x18x29	Walnut	120	
	Eldredge Long Shuttle, Table Type	Attached knee or foot	Attached	21x17½x29	Walnut or oak	89	
	Eldredge Rotary or Long Shuttle, Portable	Built-in attached foot	Attached	20x9½x13	Walnut	65	
New Home Sewing Machine Co. Rockford, Ill.	New Home—AB40M	Attached, knee	Attached, rear	31x34½x17½	Walnut	102	
	Desk, Long Shuttle						
	New Home—AB54M	Attached, knee	Attached, rear	31x26½x17½	Walnut	118	
	Console, Long Shuttle						
	New Home—AB44M	Attached, knee	Attached, rear	31x30½x18½	Walnut	112	
	Hopplewhite, Long Shuttle						
	New Home—AB46M	Attached, knee	Attached, rear	31½x30 x17½	Walnut	113	
	Console, Long Shuttle						
	New Home—AB52M	Attached, knee	Attached, rear	30x30x17½	Walnut	116	
	Console, Long Shuttle						
	New Home—AB50M	Attached, knee	Attached, rear	31x26½x18½	Walnut	119	
	Console, Long Shuttle						
	New Home—AB48M	Attached, knee	Attached, rear	31x30x18½	Walnut	121	
	Console, Long Shuttle						
	New Home—AB112M	Attached, foot	Attached, rear	14x19½x9	Walnut	55	
	Portable, Long Shuttle						
	Ruby—R34M	Attached, knee	Attached, rear	30½x22½x17	Walnut	108	
	Desk, Long Shuttle						
	Ruby—R42M	Attached, knee	Attached, rear	31x30x18½	Walnut	112	
	Console, Long Shuttle						
	Ruby—R112M	Attached, foot	Attached, rear	14x19½x9	Walnut	55	
	Portable, Long Shuttle						
	Climax—T3M	Attached, foot	Light, optional	13x17x9	Walnut	45	
	Portable, Long Shuttle						
	Climax—T4M	Attached, foot	Light, optional	13x17x9	Walnut	45	
	Portable, Long Shuttle						
	Climax—T5M	Attached, foot	Light, optional	13x17x9	Walnut	45	
	Portable, Long Shuttle						
	Also furnished with Round Bobbin in "K" head or Greyhound "D" head.						
Standard Sewing Machine Co. Cedar Ave. & 65th St. Cleveland, Ohio	Standard—GL-11, Cabinet, Rotary	Built-in, knee	Built-in	30x22x18½	Walnut		
	Standard—GL-14, Cabinet, Rotary	Built-in, knee	Built-in	30x22x18½	Mahogany or walnut		
	Standard—GL-15, Cabinet, Rotary	Built-in, knee	Built-in	30x22x18½	Walnut, medium shade		
	Standard—GL-12, Table, Rotary	Built-in, knee	Built-in	30½ x36x19	Walnut, Duo-tone		
	Standard—GR-72, Portable Rotary	Built-in, foot	Built-in		Walnut		
	Standard—I-98, V., Cabinet, Vibrating Shuttle	Built-in, foot or knee	Built-in	20x16	Walnut or mahogany		
	Standard—A-728, V., Portable, Vibrating Shuttle	Built-in, foot	Built-in		Leatherette		
	Standard—Sewhandy Light Weight Portable Rotary	Built-in, foot	Built-in		Leatherette Travelling case		
White Sewing Machine Company Cleveland, Ohio	White R-491	Knee control	Attached front	32½x17½x31	Walnut	110	190.00
	Martha Washington Rotary						
	White 59-A-1	Knee control	Attached front	36 x19 x31	Walnut	103	190.00
	Vanity—Rotary						
	White—79-A-1	Knee control	Attached front	22 x18 x31	Walnut	103	169.00
	William and Mary Rotary						
	White—R-422	Knee control	Attached front	24 x19½x31	Walnut	87	149.00
Willcox & Gibbs Sewing Machine Co. 658 Broadway New York, N. Y.	Desk—Rotary						
	White—R-41	Attached foot	Attached front	21 x 9½x9½	Walnut	55	120.00
	Portable—Rotary						
Willcox & Gibbs Sewing Machine Co. 658 Broadway New York, N. Y.	Willcox & Gibbs—Console Rotary hook	Attached direct drive, foot	Attached rear		Mahogany or walnut		164.00
	Willcox & Gibbs, Portable Rotary hook	Attached direct drive, foot	Attached rear		Black		128.00

Manufacturer	Trade Name, Model Number	Motor	Adjustments	Attachments	Special Features	Net Weight, Ounces	Retail Price
Breuer Electric Mfg. Co., 852 Blackhawk St., Chicago, Ill.	Tornado Paint Sprayer	1/4 H.P. G. E. Motor	Adjust. nozzle	Quart container, two tips, 20' rubber covered cord & hose			
Electric Vacuum Cleaner Co., 1734 Ivanhoe Rd. Cleveland, Ohio	Premier Duplex (See Adv. P. 37)	Vac. cleaner attach.	Adjust. nozzle		Sprays varying consistencies		\$3.50
P. A. Geler Company Cleveland, Ohio	Royal Spray Gun-D (See Adv. P. 19)	Vac. cleaner attach.	Air valve	Flat, round nozzles Extra glass jar		22 1/2	4.00
H. D. Hudson Manufacturing Co., 589 E. Ill. St., Chicago, Ill.	Hudson Moto-Air-710	1/4 h.p., 110 v., 60 c.	Adjust. nozzle	Spray head, cleaning brushes, 42" hose, shoulder strap	Tumble switch	(10 lbs.)	39.50
Ideal Commutator Dresser Co., Sycamore, Ill.	Ideal	Vac. cleaner attach.	Adjust. nozzle		Sprays liquids of varying consistencies	16	1.90
Kline Vacuum Cleaner Co., 621 Johnson Ave. Cleveland, Ohio	Klinesprayer	Vac. cleaner attach.	Adjust. nozzle			24	4.50
Metal Specialties Mfg. Co., 338-352 N. Kedzie Ave. Chicago, Ill.	Presto-84 Floor type Portable	G. E. Universal	Interchangeable nozzle	Two pint, one quart jar, 15 ft. cord fan nozzle, round nozzle	Pistol grip. Aluminum jar	(8 1/2 lbs.)	39.50
Paasche Airbrush Company 1909 Diversey Pkwy. Chicago, Ill.	Paasche Electric Household Lacquering Unit	1/4 h.p. Westinghouse	Adjust. Fan sprayer	12' air hose, couplings,	Sprays varying consistencies of coating materials at 2 to 60 lbs. air pressure	(48 lbs.)	58.35

Tea Pots

Trade Name, Model and Type	Capacity	Design and Finish	Retail Price
Edison Electric Appliance Company, 5600 West Taylor Street, Chicago, Ill. (Elements: Chromel A, Nichrome)			
20801, Hot Water Kettle	2 1/2 pints	Nickel	\$13.50
Landers, Frary & Clark, New Britain, Conn. Universal			
E9046 N Tea-Ball Tea Pot	6-cup	Colonial Nickel	13.50
E906 N Tea-Ball Tea Pot	6-cup	Mission Nickel	10.75
E906 C Tea-Ball Tea Pot	6-cup	Mission Copper	12.25
E9346 N, Samovar	6-cup	Colonial Nickel	16.00
E8746, Samovar	6-cup	Colonial, Butler Silver	22.50
E936 N, Samovar	6-cup	Mission Nickel	13.50
E936 C, Samovar	6-cup	Mission Copper	14.75
E93604 N, Samovar Set	6-cup	Mission Nickel	28.25
E93604 C, Samovar Set	6-cup	Mission Copper	31.25
E93609 N, Samovar Set	6-cup	Mission Nickel	29.50
E93609 C, Samovar Set	6-cup	Mission Copper	32.25
(With different tray, creamer and sugar)			
E934604 N, Samovar Set	6-cup	Colonial Nickel	28.25
E974 N, Hot Water Kettle	3 pints	Nickel	16.00
E971 N, Hot Water Kettle	2 1/2 pints	Nickel	14.50
E975 N, Hot Water Kettle	2 1/2 pints	Nickel	13.50
E975 C, Hot Water Kettle	2 1/2 pints	Copper	14.50
E976 N, Hot Water Kettle	2 1/2 pints	Nickel	9.50
E 9724 N, Tiltting Hot Water Kettle	2 1/2 pints	Nickel	17.50
E 978 N, Combination Hot Water Kettle and Disc Stove	2 pints	Nickel	11.00
Manning, Bowman & Company, Meriden, Conn. (Elements: Chromel A, Nichrome V)			
211/7 Tea Ball Tea Pot	7-cup	Nickel	\$15.00
Robeson Rochester Corp., Rochester, N. Y.			
34264 Tea Set	Royal Bouquet	Nickel Mounting	13.45
34313 Tea Set	Royal Bouquet	Nickel Mounting	12.95
61324 Tea Set	Fawn and Rose	Nickel Mounting	15.20
61021 Tea Set	Fawn and Rose	Nickel Mounting	13.70
630214 Tea Set	Cobalt and Rose	Nickel Mounting	13.70
64364 Tea Set	Brittany	Nickel Mounting	12.20
65324 Tea Set	Golden Pheasant	Nickel Mounting	17.20
67414-R Tea Set	Modernistic	Nickel Mounting	20.95
68364 Tea Set	Cobalt and Pearl	Nickel Mounting	15.70
69364 Tea Set	Royal Bouquet	Colonial Nickel Mounting	15.70
765364 Tea Set	Golden Pheasant	Chrome Mounting	19.20
767334 Tea Set	Modernistic	Chrome Mounting	23.45
767364 Tea Set	Modernistic	Chrome Mounting	21.20
T-20 Tea Ball Pot	Green and Rose	Nickel Mounting	
T-21 Tea Ball Pot	Ivory and Poppy	Nickel Mounting	
T-21 Tea Ball Pot	Royal Bouquet	Nickel Mounting	5.95
T-34 Tea Ball Pot	Fawn and Rose	Nickel Mounting	5.95
T-61 Tea Ball Pot	Cobalt and Pearl	Nickel Mounting	5.95
T-63 Tea Ball Pot	Brittany	Nickel Mounting	5.95
T-64 Tea Ball Pot	Golden Pheasant	Nickel Mounting	7.95
T-65 Tea Ball Pot	Normandy	Nickel Mounting	5.95
T-66 Tea Ball Pot	Modernistic	Nickel Mounting	8.95
T-67 Tea Ball Pot	Cobalt and Pearl	Nickel Mounting	8.95
T-68 Tea Ball Pot	Royal Bouquet	Nickel Mounting	6.95
T-69 Tea Ball Pot	Golden Pheasant	Chrome Mounting	8.95
T-765 Tea Ball Pot	Modernistic	Chrome Mounting	9.95
T-767 Tea Ball Pot	Red Poppy	Chrome Mounting	7.25
T-772 Tea Ball Pot	Mercer Bird	Chrome Mounting	6.95
T-774 Tea Ball Pot			

Toasters

Trade Name, Model	Type	Rating	Retail Price
All-Rite Co., Rushville, Ind. Hostess			
Sandwich Toaster	2-slice, simultaneous		\$10.00
Armstrong Electric & Mfg. Corp., Huntington, W. Va. Automatic toaster			
	Nickel finish, black handles	400 watts	12.50
Beardsley & Wolcott Mfg. Co., Waterbury, Conn. (Nichrome elements)			
Torrid			
T-0510	Pu-homatic	2-slice semi-automatic reversible	600 5.50
T-0110	Regular	2-slice reversible	600 3.95
T-2010	Toastergrille	2-slice flat oven type	550 9.95
T-0410	Automatic	1-slice, fully automatic	9.95
Bersted Manufacturing Company, 5201 West 65th Street, Chicago, Ill. Bersted			
80	2-slice standard		4.25
71	2-slice standard		3.00
73	1-slice automatic		9.75
C. W. Carter Mfg. Co., 15th and Winter Sts., S. E., Minneapolis, Minn. Auto-Grill			
	Toaster and Grill	Automatic	18.75
Central Flatiron Manufacturing Company, Johnson City, N. Y. Betsy Ross			
130-F	2-slice, reversible	Feed—three-switch plug	4.95
131-F	2-slice reversible, detach. plug	Colored handles, assorted	3.95
132	2-slice reversible		1.75
(Elements: Nichrome, Nichrome IV)			
Chicago Electric Manufacturing Company, 2801 South Halsted St., Chicago, Ill. Handy Hot			
AE-10, Krome	2-slice standard	500 watts	\$6.25
AE-12, Krome	2-slice standard	500 watts	5.00
AE-15, Krome	2-slice standard	500 watts	1.75
(Elements: Chromel A, C, Nichrome, Nichrome IV)			
Chicago Flexible Shaft Company, Roosevelt Road and Central Ave., Chicago, Ill. Sunbeam			
B-340	Horizontal, 2-slice turn-over—6 1/2 x 11 1/4 in.		8.00
A-170	Horizontal 2-slice turn-over toaster with grill		10.50
(Elements: Nichrome, Nichrome IV, Tophet)			
Dominion Electrical Mfg. Co., 1-2-722 Ontario Ave., W., Minneapolis, Minn. Domino			
49	2-slice standard	With cord attached	2.50
50-Lady Toaster	2-slice standard		3.35
48-Trn-O-Toastr	2-slice flop-over nickel	Detachable cord	3.75
47-Aristocrat	2-slice flop-over nickel	Detachable cord, colored handles	5.00
47-Aristocrat	2-slice flop-over chromium	Detachable cord, colored handles	6.00
Sandwich	10 1/2 x 5 1/2 in Nickel	660 watts	12.50
Queen	Chromium Plated		14.50
Double Action Electric Company, Grand Rapids, Mich. Double Action			
100 (110-120 volts)	2-slice, double-action toasts two sides at once		9.50
		West of Rockies	10.00

Toasters—Continued

Trade Name, Model	Type	Switch	Retail Price
Double Action Electric Co., Grand Rapids, Mich.—Continued			
200 (200-220 volts).....	2-slice double-action toasts		\$9.50
(220-250 volts).....	two sides at once.....	West of Rockies..	10.00
375 (110-120 volts).....	2-slice, two sides at once.	West of Rockies....	5.85
(Elements: Chromel A)			
Dowd-Rogers Company, Inc., 95 Madison Ave., New York, N. Y.			
.....	2-slice reversible.....	400.....	12.00
(Elements: Chromel A, C, Solar, Tophet)			
Eagle Electric Mfg. Co., Brooklyn, N. Y.			
.....	Horizontal, reversible....		5.50
Edison Electric Appliance Company, 5600 West Taylor Street, Chicago, Ill.			
.....	Hotpoint		
De Luxe 115-T-17.....	Toast-over toaster.....		8.00
De Luxe 125-T-17.....	Toast-over toaster with		
	switch plug.....		8.50
Radio 157-T-23.....	Toggle toaster (127-T-23)		6.50
Trianon 116-T-24.....	Toast-over toaster.....		5.00
Riviera 156-T-25.....	Toaster.....		3.95
"Tick-Tock" 126-T-33.....	Toaster automatic.....		9.00
Radio-Matic 159-T-33.....	Toaster, chromeplate.....		9.75
(Elements: Nichrome, Chromel A)			
Thomas A. Edison, Inc., Orange, N. J.			
.....	Edicraft		
.....	2-slice automatic.....	660.....	15.00
Electrahot Mfg. Co., 525 South 4th St., Minneapolis, Minn.			
Electrahot.....	2 slice, nickel finish.....	Detachable cord.....	2.50
Estate Stove Co., Hamilton, Ohio			
177.....	4-slice, reversible.....	Feed-through switch..	8.95
Eureka Tool & Machine Co., 42 Walnut St., Newark, N. J.			
.....	Eureka		
.....	2-slice toaster.....	32 and 110 volts.....	2.95
Everyday Elec. Co., Marion Electric Div., Marion, Ind.			
.....	Everyday		
120.....	Cord and switch plug....	600 watts.....	3.75
120.....	Cord and standard plug....	600 watts.....	3.45
120.....	Less cord.....	600 watts.....	3.20
Excel Electric Co., Munson, Ind.			
.....	Toastoy		
150 watts.....	Nickel.....		1.00
Fitzgerald Manufacturing Company, Torrington, Conn.			
.....	Star-Rite		
526, Nickel.....	2-slice reversible.....		4.50
526, Chromium.....	2-slice reversible.....		5.50
527, Nickel.....	2-slice standard.....		3.00
527, Chromium.....	2-slice standard.....		4.00
(Elements: Nichrome)			
Gold Seal Electric Co., Poughkeepsie, N. Y.			
Big Boy 26.....	2-slice reversible, large size		4.50
Gold Seal 8.....	Reversible.....		3.50
(Elements: Nichrome IV)			
Great Northern Products Co., 17-19 E. Austin Ave., Chicago, Ill.			
E-25.....	2-slice.....	550 watts.....	1.50
E-302.....	2-slice.....	560 watts.....	1.45
E-314.....	2-slice.....	560 watts.....	4.50
E-401.....	2-slice.....	550 watts.....	3.80
Knapp Monarch Company, St. Louis, Mo.			
.....	Monarch		
250.....	2-slice.....	550 watts.....	1.60
Landers, Frary & Clark, New Britain, Conn.			
.....	Universal		
E-9412.....	2-slice turnover.....	625 watts.....	6.50
E-7812.....	2-slice turnover, Old Eng-		
	lish pattern, Chromium	625 watts.....	10.00
E-942.....	1-slice oven type.....	550 watts.....	9.00
E-947.....	2-slice reversible, with		
	swinging racks.....	550 watts.....	6.75
E-948-T.....	2-slice standard.....	550 watts.....	6.00
E-944.....	2-slice standard.....	500 watts.....	3.95
9410.....	2-slice auto., reversible..	525.....	10.50
9712.....	2-slice, turnover.....	625.....	9.50
9947.....	2-slice, reversible, swing-		
	ing racks.....	500.....	4.45
9312.....	2-slice, standard.....	625.....	4.95
94412.....	Same as No. 9412 but with sapphire, garnet, jade		
95412.....	handles.....		6.95
96412.....			
E-7222.....	1-slice, auto., chromium		
	Finish.....	550 watts.....	12.50
E-9422.....	1-slice, auto., nickel finish		
E-7712.....	2-slice, turnover, chromium		
	finish.....	625 watts.....	10.50
E-7312.....	2-slice, turnover, chromium		
	finish.....	625 watts.....	7.50
E-94123.....	3-piece toaster set.....	625 watts.....	12.65
A. J. Lindemann & Hoverson, Milwaukee, Wis.			
.....	L & H Electrics		
202.....	Turnover.....	550 watts, switch on	
		cord.....	7.00
204.....	Turnover.....	550 watts, switch on	
		cord and plug.....	5.00
(Elements: Chromel C)			

Appliance

Trade Name, Model	Type	Switch	Retail Price
The Made-Rite Mfg. Co., Sandusky, Ohio.			
.....	O'Kay		
828.....	Double bread toaster....	2-slice.....	\$1.75
.....	Made-Rite		
812.....	Double toaster.....	2-slice.....	1.50
729.....	Sandwich toaster.....	1-slice.....	3.95
Manning-Bowman & Company, Meriden, Conn.			
.....	Manning-Bowman		
1229.....	2-slice turnover, orna-		
	mental chased design..	600 watts.....	6.75
1228.....	2-slice turnover.....	600 watts.....	5.00
1225.....	2-slice reversible.....	600 watts.....	6.50
1226.....	2-slice reversible, with		
	toast rack.....	600 watts.....	7.00
1232.....	2-slice, automatic.....		9.00
K-1228.....	2-slice, turnover.....	Aranium plated.....	7.50
K-1232.....	2-slice, automatic.....	Aranium plated.....	11.00
1235.....	2-slice turnover.....	Calatin base and mounts	8.50
K-1235.....	2-slice turnover.....	Calatin base and mounts	10.50
.....	Home Electrics		
60.....	2-slice standard.....	600 watts.....	3.50
(Elements: Chromel C, Nichrome)			
Metal Ware Corporation, Two Rivers, Wis. (See Adv. P. 186)			
.....	Empire		
S-59 Toaster.....	2-slice standard.....	550 watts.....	4.00
.....	Empco		
S-52 Toaster Stove.....	Horizontal type, 11½x5½x		
	2½ in.....	550 watts.....	2.50
S-74, Sandwich.....	2 sandwiches.....	600.....	12.00
(Elements: Nichrome, Nichrome IV)			
National Stamping and Electric Works, 3212 W. Lake St., Chicago, Ill.			
.....	White Cross		
229.....	Reversible.....	550.....	4.80
230.....		550 watts.....	3.80
Pelouze Manufacturing Company, 232 East Ohio Street, Chicago, Ill.			
.....	Pelouze		
543.....	4-piece (2-slice) standard	500 watts.....	5.75
(Elements: Chromel A, Nichrome)			
Proctor & Schwartz Elec. Co., Seventh & Tabor Road, Philadelphia, Pa.			
.....	Proctor Automatic Toaster	(See Adv. P. 35)	
1405.....	Single-slice.....	600 watts.....	12.50
Robeson Rochester Corporation, Rochester, N. Y.			
.....	Royal-Rochester		
E-6407, Victoria.....			8.00
E-6412, Windsor.....			4.95
E-6410, Queen Anne			9.75
E-6413, Sandwich.....			8.00
E-6414, Rocholite.....			6.75
(Elements: Chromel A, Nichrome IV)			
Rock Island Mfg. Co., Rock Island, Ill.			
T-10 Toaster.....	2-slice turnover.....	Double cord.....	3.75
Rogers Electric Laboratories Co., Cleveland, Ohio			
.....	Rogers		
501.....	2 s'ice, turnover.....		5.50
Rutenber Electric Co., Marion, Ind. (See Adv. 3rd Cover)			
.....	Marion		
67.....	Turnover.....		4.50
66.....	Turnover.....		3.75
65.....	Turnover.....	Switch on cord.....	7.50
Simplex Division, Edison Electric Appliance Co., Chicago, Ill.			
.....	Simplex		
Toast-Turner 816T26.....		625.....	5.00
Superior Electric Products Company, 1300 South Thirteenth Street, St. Louis, Mo.			
.....	Superior		
77.....	1-slice oven type with		
	bread ejector.....	495 watts.....	3.75
55.....	1-slice, oven (clear vision)	495 watts.....	4.25
66.....	2-slice, oven (clear vision)	800 watts.....	6.50
The Swartzbaugh Mfg. Co., Toledo, Ohio.			
.....	Everhot		
.....	Sandwich toaster.....	660 watts.....	12.50
Trimble Manufacturing Co., 1241 Belmont Ave., Chicago, Ill.			
.....	Trimble		
.....	2-slice.....	Automatic.....	15.00
Utility Electric Co., 620-630 Tower Grove Ave., St. Louis, Mo.			
.....	Toastsvelt		
650.....	2-slice oven type.....	Detachable cord.....	6.50
675.....	2-slice automatic, oven		
	type.....	Automatic heat control	12.50
(Elements: Nichrome)			
A. H. Waage, 112 Chambers St., N. Y. C.			
.....	Waage		
Rapid.....	2-slice standard.....		3.00
(Elements: Nichrome IV)			
Waters-Genter Company, 213 North Second Street, Minneapolis, Minn.			
.....	Toastmaster		
(See Adv. P. 49)	1-slice automatic oven-		
	type chromium.....	Automatic out-off switch	12.50
Westinghouse Elec. & Mfg. Company, Merchandising Dept., Mansfield, Ohio			
.....	Circle W		
TT3, 110-120 volt	2-slice turnover.....	550 watts.....	5.00
TT6, 200-240 volt...		550 watts.....	5.00
.....	Westinghouse		
TD-13 (100-120 volt)	2-slice turnover, automatic	500 watts.....	10.50
TD-16 (200-240 volt)	2-slice turnover, automatic	500 watts.....	10.50
TT-23 (100-120 volt)	2-slice turnover, automatic	500 watts.....	9.00

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Toasters, Continued

Trade Name, Model	Type	Switch	Retail Price
Westinghouse Elec. & Mfg. Co., Mansfield, Ohio—Continued			
TT-26 (200-240 volt)	2-slice turnover, automatic	500 watts.....	\$9.00
TD-3 (100-120 volt)	2-slice turnover.....	550 watts.....	7.75
TD-6 (200-240 volt)	2-slice turnover.....	550 watts.....	7.75
(Elements: Chromel A, C, Nichrome, Nichrome IV)			

Trade Name, Model	Type	Switch	Retail Price
White Beauty Electric Co., 4416 N. Western Ave., Chicago, Ill.			
<i>White Beauty</i>			
243.....	2-slice.....		\$2.25
375.....	Double-oven.....		8.00

Toys

Manufacturer	Type, Trade Name, Model Number	Current Supply	Gauge (Trains)	Equipment	Special Features, Finish	Retail Price
American Flyer Mfg. Co. 2219-2239 S. Halsted St., Chicago, Ill.	The Beacon	Low Voltage, Transformer	Narrow, 1 1/2"	Locomotive, pullman, observation cars, 27" circle of track.	Red and blue	\$6.00
	American Flyer Train Set The Explorer	A.C. or D.C. Motor Low Voltage, Transformer	Narrow, 1 1/2"	Locomotive, pullman, observation, baggage cars, 37x27" oval track.	Green, black, red.	8.50
	American Flyer Train Set The Ranger	A.C. or D.C. Motor Low Voltage, Transformer	Narrow, 1 1/2"	Loco-automobile, sand, log and caboose car (double truck) 27x47" oval track	4-car freight train	10.00
	American Flyer Train Set The Oriental	A.C. or D.C. Motor Low Voltage, Transformer	Narrow, 1 1/2"	Locomotive, baggage, pullman, observation cars (double truck), 27x47" oval track.	Manual and automatic engine reverse. Orange, black, brass.	11.25
	American Flyer Train Set The Bluebird	A.C. or D.C. Motor Low Voltage, Transformer	Narrow, 1 1/2"	Locomotive, baggage, pullman, observation cars (double truck) 27x57" oval track station, tunnel, semaphore.	Automatic track reverse blue brass.	15.50
	American Flyer Train Set The Potomac	A.C. or D.C. Motor Low Voltage, Transformer	Narrow, 1 1/2"	Locomotive, baggage, pullman, observation cars (double truck), 27x57" oval track.	Remote control or automatic track reverse, lighted cars, tan, green, brass, red.	(Remote Rev.) 20.25 (Track Rev.) 16.25
	American Flyer Train Set The Jeffersonian	A.C. or D.C. Motor Low Voltage, Transformer	Narrow, 1 1/2"	Locomotive, baggage, pullman, observation cars, (double truck) 32x 57" oval track.	Remote control or automatic track reverse, lighted cars, green, red, brass.	(Remote rev.) 22.50 (Track rev.) 18.50
	American Flyer Train Set The Ambassador	A.C. or D.C. Motor Low Voltage, Transformer	Narrow, 1 1/2"	Locomotive, club, pullman, observation cars, (double truck) 45x74" oval track	Remote control or automatic track reverse, lighted cars, red, brass.	(Remote rev.) 25.00 (Track rev.) 21.00
	American Flyer Train Set The Merchant	A.C. or D.C. Motor Low Voltage, Transformer	Narrow, 1 1/2"	Locomotive, machiner, sand, auto, caboose cars, (double truck) mail pickup 33x67" oval track.	Remote control or automatic track reverse, various colors.	(Remote rev.) (Track rev.) 23.75 19.75
	American Flyer Train Set The Trail Blazer	A.C. or D.C. Motor Low Voltage, Transformer	Wide, 2 1/4"	Locomotive, sand, caboose cars, (double truck) 45x59" oval track.	Remote control or manual reverse, various colors	(Remote rev.) 24.00 (Manual rev.) 19.00
	American Flyer Train Set The Eagle	A.C. or D.C. Motor Low Voltage, Transformer	Wide, 2 1/4"	Locomotive, passenger, observation illuminated cars (double truck) 45x 59" oval track.	Remote control or manual reverse, green, brass.	(Remote rev.) 26.00 (Manual rev.) 21.00
	American Flyer Train Set The Statesmen	A.C. or D.C. Motor Low Voltage, Transformer	Wide, 2 1/4"	Locomotive, two pullman, observation cars (double truck, illuminated) 45x73" oval track	Automatic couplers, remote control or manual reverse, orange, blue, gray, brass.	(Remote rev.) 33.00 (Manual rev.) 28.25
	American Flyer Train Set The Pathfinder	Low Voltage, Transformer	Wide, 2 1/4"	Locomotive, sand stack and caboose cars 3'9" x 6'1" track oval.	Each car of different bright enamel, auto couplers, 2 headlights on loco.	Remote control 35.00 Manual control 30.00
	American Flyer Train Set The Lone Scout	Low Voltage, Transformer	Wide, 2 1/4"	Locomotive, baggage, pullman and observation car—3'9" x 6'1" track oval.	Combination lithograph and enamel finish—auto couplers, 2 headlights on locomotive	Remote control 37.00 Manual control 32.00
	American Flyer Train Set The Hamiltonian	A.C. or D.C. Motor Low Voltage, Transformer	Wide, 2 1/4"	Locomotive, club, pullman, observation cars, (double truck, illuminated) 45x87" oval track, mail pickup.	Automatic couplers, automatic bell, remote control reverse, red, brass reversible headlights.	41.75
	American Flyer Train Set The Mountaineer	A.C. or D.C. Motor Low Voltage, Transformer	Wide, 2 1/4"	Locomotive, machinery, sand, auto, tank, caboose cars, (double truck). 4' 11" x 7' 3" oval track.	Automatic couplers, automatic bell, remote control reverse, reversible headlights, various colors	47.50
	American Flyer Train Set Old Ironsides	Low Voltage, Transformer	Wide, 2 1/4"	Steam type locomotive, same cars as the "Mountaineer" 4' 11" x 7' 3" oval track.	Steam type locomotive with remote control, reverse motor	50.00
	American Flyer Train Set The Pocahontas	A.C. or D.C. Motor Low Voltage, Transformer	Wide, 2 1/4"	Locomotive, club, pullman, dining, observation cars (double truck-illuminated) mail pickup, 59x87" oval track.	Automatic couplers, automatic bell, remote control reverse, reversible headlights, green, tan, brass.	52.00
	American Flyer Train Set The Warrior	Low Voltage, Transformer	Wide, 2 1/4"	Steam type locomotive same cars as the "Pocahontas" 59" x 87" oval track.	Steam type locomotive with remote control, reverse motor	54.50
	American Flyer Train Set The President's Special	A.C. or D.C. Motor Low Voltage, Transformer	Wide, 2 1/4"	Locomotive, club, dining, pullman, observation cars (2 six wheel trucks, illuminated) mail pickup, 59x115" oval track.	Automatic couplers, automatic bell, remote control reverse, reversible headlights, lighting switches, two-tone blue, brass.	75.00
	American Flyer Train Set The Minute Man	Low Voltage, Transformer	Wide, 2 1/4"	Steam type locomotive same cars as the "President's Special"	Steam type locomotive with remote control, reverse motor	75.00
	American Flyer Train Set The Flying Colonel	A.C. or D.C. Motor Low Voltage, Transformer	Wide, 2 1/4"	Locomotive three cars (similar to "President" model) 59x87" oval track.	Automatic (similar to "President" Model) Military blue French gray brass.	59.75
Western prices slightly higher.						
Dorfan Co. 137 Jackson St. Newark, N. J.	Dorfan Train Set, Heavy Duty, 215	A.C. or D.C. Motor Low Voltage, Transformer	Narrow, 1 1/2"	Locomotive, 2 pullman cars, eight curved track sections.	"Loco-builder" engine can be taken apart red, yellow.	6.75
	Dorfan Train Set, Western Special, 235	A.C. or D.C. Motor Low Voltage, Transformer	Narrow 1 1/2"	Locomotive, pullman, observation cars, (double trucks) illuminated 8 track sections (2 straight)	"Loco-builder" engine can be taken apart green, red, yellow.	11.50
	Dorfan Train Set Hurricane, 225	A.C. or D.C. Motor Low Voltage, Transformer	Narrow 1 1/2"	Locomotive, 2 pullman cars (double trucks, lighted) 8 curved, 2 straight track sections.	"Loco-builder" engine can be taken apart, red yellow.	8.50
	Dorfan Train Set Blue Diamond, 265	A.C. or D.C. Motor Low Voltage, Transformer	Narrow 1 1/2"	Locomotive, passenger, observation cars (double truck, illuminated) 8 curved, four straight track sections.	"Loco-builder" engine can be taken apart, reversible engine, blue.	14.75
	Dorfan Train Set Manhattan Limited, 275	A.C. or D.C. Motor Low Voltage, Transformer	Narrow 1 1/2"	Locomotive, baggage, passenger, observation cars, (double truck, illuminated) 8 curved, 4 straight track sections.	"Loco-builder" engine can be taken apart, reversible engine, double headlights, green, red, yellow.	18.00

Toys—Continued

Appliance

Manufacturer	Type, Trade Name, Model Number	Current Supply	Gauge (Trains)	Equipment	Special Features, Finish	Retail Price
Dorfan Co. <i>Continued</i>	Dorfan Train Set, Bar Harbor, De Luxe, 285	Low Voltage, Transformer A.C. or D.C. Motor	Narrow, 1½"	Locomotive, baggage, 2 pullman, observation cars, (double truck, illuminated) 8 curved, 4 straight track sections.	"Loco-builder" engine can be taken apart, reversible engine, double headlights, green, red, yellow.	\$21.50
	Dorfan Train Set, Hobo 'Leven, 211	Low Voltage, Transformer A.C. or D.C. Motor	Narrow, 1½"	Locomotive, sand, tank, caboose cars, (caboose single truck) 8 curved, 2 straight track sections.	"Loco-builder" engine can be taken apart, red, yellow.	8.50
	Dorfan Train Set, Trans-Continental, 231	Low Voltage, Transformer A.C. or D.C. Motor	Narrow, 1½"	Locomotive, sand, tank, coal, box, caboose cars (caboose single truck) 8 curved, 4 straight track sections.	"Loco-builder" engine can be taken apart, various colors.	12.50
	Dorfan Train Set, Big Bill, 251	Low Voltage, Transformer A.C. or D.C. Motor	Narrow, 1½"	Locomotive, sand, three box, tank, coal, caboose cars, (caboose single truck) 8 curved, 8 straight track sections.	"Loco-builder" engine can be taken apart, various colors.	17.00
	Dorfan Train Set, Seaboard Special, 711	Low Voltage, Transformer A.C. or D.C. Motor	Wide, 2½"	Locomotive, sand, tank, caboose cars (double truck) 8 curved, 4 straight track sections.	"Loco-builder" engine can be taken apart, various colors, brass trim.	30.50
	Dorfan Train Set, Big Four, 921	Low Voltage, Transformer A.C. or D.C. Motor	Wide, 2½"	Locomotive, gondola, tank, box, caboose cars (double truck) 8 curved, 6 straight track sections.	"Loco-builder" engine can be taken apart, various colors, brass trim.	48.00
	Dorfan Train Set, Olympian, 700	Low Voltage, Transformer A.C. or D.C. Motor	Wide, 2½"	Locomotive, 2 pullman cars (double truck, lighted) 8 curved, 2 straight track sections.	"Loco-builder" engine can be taken apart, automatic couplers, red, yellow brass trim.	20.50
	Dorfan Train Set, Sunshine Special, 705	Low Voltage, Transformer A.C. or D.C. Motor	Wide, 2½"	Locomotive, 1 pullman, observation cars (double truck, lighted) 8 curved, 2 straight track sections.	"Loco-builder" engine can be taken apart, reversible, automatic couplers, green.	26.75
	Dorfan Train Set, Spirit of St. Louis, 715	Low Voltage, Transformer A.C. or D.C. Motor	Wide, 2½"	Locomotive, baggage, pullman, observation cars (double truck, lighted, 8 curved, 2 straight track sections.	"Loco-builder" engine can be taken apart, reversible, automatic couplers, red, brass trim.	32.50
	Dorfan Train Set, Dorfan Limited, 925	Low Voltage, Transformer A.C. or D.C. Motor	Wide, 2½"	Locomotive, baggage, 2 pullman, observation cars (double truck, lighted) 8 curved, 6 straight track sections.	"Loco-builder" engine, 12 wheel, reversible, automatic couplers, ball-bearing motor, green, crackled finish.	51.00
	Dorfan Train Set, Palmetto Limited, 915	Low Voltage, Transformer A.C. or D.C. Motor	Wide, 2½"	Locomotive baggage, pullman, observation cars (double truck, lighted) 8 curved, 4 straight track sections.	"Loco-builder" engine, 12 wheel, reversible, automatic couplers, ball-bearing motor, green, brass trim.	45.00
	Dorfan Train Set, Blue Bonnet, 905	Low Voltage, Transformer A.C. or D.C. Motor	Wide, 2½"	Locomotive, pullman, observation cars (double truck, lighted) 8 curved, 2 straight track sections.	"Loco-builder" engine, 12 wheel, reversible, ball-bearing motor, automatic couplers, blue, lacquer, brass trim.	38.75
	Dorfan Crane	6 to 10 Volts	20 in. high, 11 lbs., Can lift any toy engine	22.50
Ives Corporation Bridgeport, Conn.	Ives Train Set, Suburban Freight, 479	Low voltage Transformer A.C. or D.C. Motor	Narrow, 1½"	Locomotive, gravel, caboose cars 8 curved track sections of terminal clip	Assorted colors	\$6.75
	Ives Train Set, Blue Comet Express, 480	Low voltage Transformer A.C. or D.C. Motor	Narrow, 1½"	Locomotive, parlor, observation cars, 8 curved track sections, OT terminal clip	Blue	6.75
	Ives Train Set, Oriole Limited, 481	Low voltage Transformer A.C. or D.C. Motor	Narrow, 1½"	Locomotive, parlor, observation cars, 8 curved track sections, terminal clip	Orange and black	8.75
	Ives Train Set, Southern Special, 482	Low voltage Transformer A.C. or D.C. Motor	Narrow, 1½"	Locomotive, 2 parlor, observation cars, 4 straight track sections, 8 curved track sections, terminal clip	Orange and black	11.25
	Ives Train Set, Commerce Freight, 483	Low voltage Transformer A.C. or D.C. Motor	Narrow, 1½"	Locomotive, gravel, merchandise, lumber, caboose cars, 4 straight, 8 curved track sections, control switch	Assorted colors	12.75
	Ives Train Set, Red Hawk Special, 484	Low voltage Transformer A.C. or D.C. Motor	Narrow, 1½"	Locomotive, 2 parlor, observation cars, 4 straight, 8 curved track sections, control switch	Red and black	15.75
	Ives Train Set, Midwest Fast Freight, 485	Low voltage Transformer A.C. or D.C. Motor	Narrow, 1½"	Locomotive, merchandise, gravel, caboose cars, 8 straight, 8 curved track sections, control switch	Assorted colors	17.75
	Ives Train Set, Major H. O. D. Segrave Special, 486	Low voltage Transformer A.C. or D.C. Motor	Narrow, 1½"	Locomotive, 2 parlor, observation car, 8 straight, 8 curved track sections, control switch	Red and black	18.75
	Ives Train Set, The Dixie Flyers, 487	Low voltage Transformer A.C. or D.C. Motor	Narrow, 1½"	Locomotive, 2 parlor, observation cars, 8 curved, 8 straight sections of track, control switch	Light green	19.75
	Ives Train Set, Cascade Limited, 488	Low voltage Transformer A.C. or D.C. Motor	Narrow, 1½"	Locomotive, 2 parlor, observation cars, 8 curved, 8 straight sections of track, control switch	Orange and black	24.75
	Ives Train Set, Black Diamond, Jr., 489	Low voltage Transformer A.C. or D.C. Motor	Narrow, 1½"	Locomotive, 2 parlor, observation cars, 8 curved, 8 straight sections of track, control switch	Black and red	24.75
	Ives Train Set, Universal Fast Freight Jr., 490	Low voltage Transformer A.C. or D.C. Motor	Narrow, 1½"	Locomotive, caboose, lumber, refrigerator, merchandise, stock, tank gravel, cars, 8 curved, 12 straight track sections, control switch	Assorted colors	25.75
	Ives Train Set, Major H. O. D. Segrave Special De Luxe, 400R	Low voltage Transformer A.C. or D.C. Motor	Narrow, 1½"	Locomotive, 2 parlor, observation cars, 8 curved, 8 straight sections of track, control switch	Copper finish	50.00
	Ives Train Set, Accessory Set, 416	Low voltage Transformer A.C. or D.C. Motor	Narrow, 1½"	Locomotive, parlor, observation cars, 12 curved track sections, tunnel, station, signal, crossing sign, 6 telegraph poles, flag and pole, street light	Blue	15.75
	These sets can be had with automatic reverse at \$4.00 extra.					
	Ives Train Set, The Cadet Express, 1080	Low voltage Transformer A.C. or D.C. Motor	Wide, 2½"	Locomotive, parlor, observation cars, 8 curved, 4 straight track sections, control switch	Blue	19.75
	Ives Train Set, The Local Freight, 1081	Low voltage Transformer A.C. or D.C. Motor	Wide, 2½"	Locomotive, gravel, caboose cars, 8 curved, 4 straight track sections, control switch	Assorted colors	19.50
	Ives Train Set, Interstate Limited, 1082	Low voltage Transformer A.C. or D.C. Motor	Wide, 2½"	Locomotive, club, parlor, observation, 8 curve, straight track sections, control switch	Orange and black	27.00
	Ives Train Set, The Lumberjack, 1083	Low voltage Transformer A.C. or D.C. Motor	Wide, 2½"	Locomotive, merchandise, lumber, caboose, gravel cars, 8 curved, 8 straight track sections, control switch	Assorted colors	32.75
	Ives Train Set, Cardinal Special, 1084	Low voltage Transformer A.C. or D.C. Motor	Wide, 2½"	Locomotive, club, 2 parlor, observation cars, 8 curved, 12 straight track sections, control switch	Red and black	35.75
	Ives Train Set, Merchants Fast Freight, 1085	Low voltage Transformer A.C. or D.C. Motor	Wide, 2½"	Locomotive, merchandise, gravel, caboose cars, 8 curved, 8 straight track sections, control switch	Assorted colors	38.75
	Ives Train Set, The Westerner, 1086	Low voltage Transformer A.C. or D.C. Motor	Wide, 2½"	Locomotive, club, parlor, observation cars, 8 curved, 8 straight track sections control switch	Red and black	38.75
	Western prices slightly higher.					

Manufacturer	Type, Trade Name, Model Number	Current Supply	Gauge (Trains)	Equipment	Special Features, Finish	Retail Price
Ives Corporation Bridgeport, Conn. <i>Continued</i>	Ives Train Set, Northern Limited, 1087	Low voltage Transformer	Wide, 2 1/4"	Locomotive, club, parlor, observation cars, 8 curved, 12 straight track sections, control switch	Light green	\$49.75
	Ives Train Set, The Olympian, 1088	A.C. or D.C. Motor	Wide, 2 1/4"	Locomotive, club, parlor, observation cars, 8 curved, 12 straight track sections, control switch	Orange and black	66.75
	Ives Train Set, Black Diamond Express, Sr., 1089	Low voltage Transformer	Wide, 2 1/4"	Locomotive, club, parlor, observation cars, 8 curved, 12 straight track sections, control switch	Black and red	66.75
	Ives Train Set, Universal Fast Freight, Sr., 1090	A.C. or D.C. Motor	Wide, 2 1/4"	Locomotive, tank, merchandise, stock, flat, lumber, gravel caboose cars, 8 curved, 20 straight track sections, control switch	Assorted colors	66.75
	Ives Train Set, Prosperity Special, Sr., 1000R	Low voltage Transformer	Wide, 2 1/4"	Locomotive, club, parlor, observation cars, 12 straight, 8 curved track sections, control switch	Copper finish	100.00
	Ives Train Set, Ives Railway Circus, 1070	A.C. or D.C. Motor	Wide, 2 1/4"	Locomotive, wild animal, equipment, 3 flat, performer's pullman cars, 1 main circus tent, complete with poles, platform, guy ropes, trapeze bar, etc., scenic background, side shows, band, animals, etc., 4 wild animal wagons with tarpaulins, lot of wild animals, closed stake and pole wagon, wagon runways, straight and curved track, closed tent wagon, etc.	Assorted colors	75.00

These sets can be had with automatic reverse at \$5.00 extra. Western prices slightly higher.

Kokomo Stamped Metal Co. Kokomo, Ind. *8.75 west of Mississippi River.	Electricar Racing Auto	Low Voltage, Transformer		20 ft. of special, flexible steel fence (in two pieces)	Car obtains current from fence, high variable speeds, automatically follows fence, self steering.	\$8.00
	"Little Lady" Electric Range No. 55	A.C. or D.C. 110-120 volts			Two-piece plug, 5 ft. cord, cooking utensils	2.00
	"Little Lady" Electric Range No. 716	170-175 watts			One top plate with oven, black enamel, colored panels, with nickel trim.	15.00
	"Little Lady" Electric Range No. 914				Two top plates with oven, black enamel, colored panels with nickel trim	20.00
	Electric Iron No. 500				1 lb., colored handles with silk cords.	1.00

The Lionel Corp. 15-17-19 E. 26th St. New York City	Lionel—292		Narrow 1 1/8"	Locomotive, pullman, observation car, 8 sections curved track, warning signal, 30" circular track		\$7.00
	Lionel—249		Narrow 1 1/8"	Locomotive, lumber car, caboose, 8 sections curved track, warning signal, 30" circular track		7.00
	Lionel—293		Narrow 1 1/8"	Locomotive, coal car, oil car, box car, caboose, 8 sections curved track, 2 sections straight track, controlling rheostat, warning signal—40x30" oval track		11.25
	Lionel—294		Narrow 1 1/8"	Reversible locomotive, 2 pullman cars, 1 observation car, 8 sections straight track, controlling rheostat, warning signal, "lock on" connection, 40x30" oval track		10.25
	Lionel—296		Narrow, 1 1/8"	Reversible locomotive, 2 pullman cars, observation car, 8 sections curved track, controlling rheostat, warning signal, "lock on" connection, 50x30" oval track		14.00
	Lionel—295		Narrow, 1 1/8"	Reversible locomotive, lumber car and lumber, gondola car, caboose, 8 sections curved track, 4 sections straight track, controlling rheostat, warning signal, "lock on" connection, 50x30" oval track.		14.00
	Lionel—266		Narrow, 1 1/8"	Reversible locomotive, 2 pullman cars, observation car, 8 sections curved track, 6 sections straight track, 1 controlling rheostat, warning signal, "Lock on" connection, 60x30" oval track.		17.75
	Lionel—266-E		Narrow, 1 1/8"	Distant-control locomotive, 2 pullman cars, observation car, 8 sections curved track, 6 sections straight track, 1 controlling rheostat, warning signal, "lock on" connection, 60x30" oval track.		22.50
	Lionel—299		Narrow, 1 1/8"	Reversible locomotive, gondola car, cattle car, box car, caboose, 8 sections, curved track, 6 sections straight track, controlling rheostat, warning signal, "lock on" connection, 60x30" oval track.		17.75
	Lionel—299-E		Narrow, 1 1/8"	Same as 299 except it contains "distant control" locomotive		22.50
	Lionel—267		Narrow, 1 1/8"	"Bild-a-loco" locomotive, 2 pullman cars, observation car, 8 sections curved track, 8 sections straight track, controlling rheostat, warning signal, "lock on" connection, 70x30" oval track.	"Bild-a-loco" locomotive can be taken apart.	21.50
	Lionel—97		Narrow, 1 1/8"	Reversible locomotive, 2 pullman cars, observation car, 8 sections of curved track, 8 sections straight track, controlling rheostat, warning signal, "lock on" connection, 70x30" oval track.		23.50
	Lionel—97-E		Narrow, 1 1/8"	Same as 97 except it contains "distant-control" locomotive		26.75
	Lionel—269		Narrow, 1 1/8"	Reversible locomotive, gondola car, cattle car, box car, oil car, caboose, 8 sections curved track, 6 sections straight track, controlling rheostat, warning signal, "lock on" connection, 60x30" oval track.		26.25

Toys—Continued

Appliance

Manufacturer	Type, Trade Name, Model Number	Current Supply	Gauge (Trains)	Equipment	Special Features, Finish	Retail Price
The Lionel Corporation New York City —Continued	Lionel—269-E		Narrow, 1 $\frac{1}{8}$ "	Same as 269 except it contains "distant-control" locomotive		\$29.50
	Lionel—268		Narrow, 1 $\frac{1}{8}$ "	Reversible locomotive, 2 pullman cars, observation car, 8 sections curved track, 8 sections straight track, controlling rheostat, warning signal, "lock on" connection, 70x30' oval track.		30.00
	Lionel—174		Narrow, 1 $\frac{1}{8}$ "	Reversible locomotive, 2 pullman cars, observation car, 10 sections curved track, 6 sections straight track, "lock on" connection controlling rheostat, switches, bridge, station, telegraph poles, semaphore, flag staff, warning signal, tunnel, 45x60 oval track.		40.00
	Lionel—175-E		Narrow, 1 $\frac{1}{8}$ "	"Distant control" locomotive, 2 pullman cars, observation car, semaphore, warning signal, flag staff, bridge, switch tower, tunnel. Lamp posts, telegraph posts, controlling rheostat, "lock on" connection, 10 sections curved track, 16 sections straight track, "lock on" connection, 100x40' of track.		67.50
	Lionel—4-U		Narrow, 1 $\frac{1}{8}$ "	"Bild-a-loco" locomotive and bild-a-motor, 8 sections curved track, "lock on" connection, gears with pulley and shafting, drum and sprocket, motor base, screw driver, headlights.	"Bild-a-loco" locomotive and "Bild-a-motor" motor can be taken apart.	18.75
	Lionel—9-U		Wide, 2 $\frac{1}{4}$ "	"Bild-a-loco" locomotive, "Bild-a-motor," 8 sections curved track, "lock on" connection, gears with pulley and shafting, drum and sprocket, motor base, screwdriver, headlights.	"Bild-a-loco" locomotive and "Bild-a-motor" motor can be taken apart.	28.75
	Lionel—381-U			"Bild-a-loco" locomotive, "Bild-a-motor," 8 sections curved track, "lock on" connection, gears with pulley and shafting, drum and sprocket, motor base, screwdriver, headlights, 2 four-wheeled trucks.		44.50
	Lionel—347		Wide, 2 $\frac{1}{4}$ "	Reversible locomotive, pullman car, observation car, 8 sections curved track, 2 sections straight track, "lock on" connection, 56x42" oval track.		19.00
	Lionel—347-E		Wide, 2 $\frac{1}{4}$ "	Same as No. 347 except it contains "distant-control" locomotive.		23.75
	Lionel—353		Wide, 2 $\frac{1}{4}$ "	Reversible locomotive, lumber car with load of lumber, gondola car, caboose, 8 sections curved track, 2 sections straight track, "lock on" connection, 56x42" oval track.		21.00
	Lionel—353-E		Wide, 2 $\frac{1}{4}$ "	Same as No. 353 except it contains "distant-control" locomotive.		26.75
	Lionel—352		Wide, 2 $\frac{1}{4}$ "	Reversible locomotive, mail and baggage car, pullman car, observation car, 8 sections curved track, 4 sections straight track, "lock on" connection, 69x42" oval track.		26.25
	Lionel—352-E		Wide, 2 $\frac{1}{4}$ "	Same as No. 352 except it contains "distant-control" locomotive.		32.25
	Lionel—354		Wide, 2 $\frac{1}{4}$ "	Reversible locomotive, lumber car with lumber, gondola car, cattle car, box car, caboose, 8 sections curved track, 6 sections straight track, "lock on" connection, 88x42" oval track.		26.25
	Lionel—354-E		Wide, 2 $\frac{1}{4}$ "	Same as 354 except it contains "distant-control" locomotive.		32.25
	Lionel—342		Wide, 2 $\frac{1}{4}$ "	Reversible locomotive, mail and baggage car, pullman car, observation car, 8 sections curved track, 6 sections straight track, "lock on" connection, 88x42" oval track.		32.25
	Lionel—342-E		Wide, 2 $\frac{1}{4}$ "	Same as 342 except it contains "distant-control" locomotive.		38.75
	Lionel—340-E		Wide, 2 $\frac{1}{4}$ "	"Distant-control" locomotive, 3 coal cars, caboose, 8 sections curved track, 6 sections straight track, "lock on" connection, controlling rheostat, 88x42" oval track.		38.75
	Lionel—355-E		Wide, 2 $\frac{1}{4}$ "	"Distant-control" locomotive, lumber car, gondola car, cattle car, box car, oil car, caboose, 8 sections straight track, "lock on" connection, 102x42" oval track.		40.50
	Lionel—349		Wide, 2 $\frac{1}{4}$ "	"Bild-a-loco" locomotive, baggage and pullman car, pullman car, observation car, 8 sections curved track, 8 sections straight track, "lock on" connection, 102x42" oval track.	"Bild-a-loco" locomotive can be taken apart.	47.50
	Lionel—349-E		Wide, 2 $\frac{1}{4}$ "	Same as 349 except it contains "Bild-a-loco" locomotive plus "distant-control" unit.	"Bild-a-loco" locomotive can be taken apart.	52.50
	Lionel—395		Wide, 2 $\frac{1}{4}$ "	Steam type locomotive, lumber car, gondola car, cattle car, box car, oil car, caboose, 8 sections curved track, 10 sections straight track, "lock on" connection, 116x42' oval track.	Electrically driven	47.50
	Lionel—395-E		Wide, 2 $\frac{1}{4}$ "	Same as 395 except locomotive is equipped with "distant-control" mechanism.	Electrically driven	52.50
	Lionel—391		Wide, 2 $\frac{1}{4}$ "	Steam-type locomotive, lumber car, gondola car, caboose, 8 sections curved track, 4 sections straight track, "lock on" connection, 69x42" oval track.	Electrically driven	39.00
	Lionel—391-E		Wide, 2 $\frac{1}{4}$ "	Same as 391 except locomotive is equipped with "distant-control" mechanism.	Electrically driven	44.00

Manufacturer	Type, Trade Name, Model Number	Current Supply	Gauge (Trains)	Equipment	Special Features, Finish	Retail Price
The Lionel Corporation —Continued	Lionel—392		Wide, 2 1/4"	Steam-type locomotive, baggage car, pullman car, observation car, 8 sections curved track, 6 sections straight track "lock on" connection, 88x42" oval track.	Electrically driven	\$41.75
	Lionel—392-E		Wide, 2 1/4"	Same as 392 except locomotive is equipped with "distant-control" mechanism.	Electrically driven	46.75
	Lionel—393		Wide, 2 1/4"	Steam-type locomotive, 3 coal cars, caboose, 8 sections curved track, 6 sections straight track, "lock on" connection, 88x42" oval track.	Electrically driven	45.00
	Lionel—393-E		Wide, 2 1/4"	Same as 393 except locomotive is equipped with "distant-control" mechanism.	Electrically driven	50.00
	Lionel—394-E		Wide, 2 1/4"	Steam-type locomotive, baggage car, 2 pullman cars, observation car, 8 sections curved track, 8 sections straight track, "lock on" connection, 102x42" oval track.	Electrically driven	55.00
	Lionel—407-E		Wide, 2 1/4"	2 "distant-control" locomotives, 13 cars, 38 sections straight track, 18 sections curved track, switch, station, bridge, posts, etc. Complete railroad.		325.00
	Lionel—357-E		Wide, 2 1/4"	"Distant-control" locomotive gondola car, dump car, derrick car, caboose, 8 sections curved track, 8 sections straight track, "lock on" connection, 102x42" oval track.		52.50
	Lionel—403-E		Wide, 2 1/4"	"Distant-control" locomotives, pullman car, pullman and baggage car, observation car, 8 sections curved track, 8 sections straight track, "lock on" connection, 102x42" oval track.		70.00
	Lionel—410-E		Wide, 2 1/4"	"Distant control" locomotive lumber car, gondola car, cattle car, box car, oil car, coal car, caboose, 8 sections curved track, 10 sections straight track, 116x42" oval track.		77.50
	Lionel—409-E		Wide, 2 1/4"	"Distant-control," pullman car, pullman and baggage car, observation car, dining car, 8 sections curved track, 10 sections straight track, "lock on," 116x42" oval track.		87.50
	Lionel—411-E		Wide, 2 1/4"	"Distant-control," "Bild-a-loco" locomotive, 3 pullman cars, observation car, 8 sections curved track, 16 sections straight track, "lock on" connection, 74x128" oval track.		110.00
Metal Ware Corp. Two Rivers, Wis.	Empire Battery Engine B-32	Drycell battery 1 1/2 volts			Black, red, nickel trim	5.00
	Empire Electric Steam Engine, Horizontal Type, B-30	110 Volts, 300 watts (Heats Water Electrically)			Throttle, safety valve, water gauge, copper boiler, red, nickel plated, whistle valve.	12.00
	Empire Electric Steam Engine, Vertical Type, B-31	110 Volts, 350 watts (Heats Water Electrically)			Throttle, safety valve, water gauge, copper boiler, whistle, red, nickel plated.	12.00
	Empire Electric Steam Engine, Turbine Type, B-35	110 Volts, 400 watts (Heats water Electrically)			Throttle, safety valve, water gauge, whistle, copper boiler, red, nickel plated.	10.00
	Empire Electric Steam Engine, Twin Cylinder Type, B-42	110 Volts, 600 watts (Heats Water Electrically)			2 Throttles, two cylinders, two fly wheels, two water gauges, 2 stacks, safety valves, whistle, red, nickel plated.	25.00
	Empire Electric Hot Air Engine, B-38	110 Volts, 350 watts (Heat generated Electrically)				15.00
	Empire Magnetic Power, Engine, B-33	110 Volts, A.C. or D.C. models.			Imitation vertical steam engine, red, nickel plated	15.00
	Empire Miniature Electric Range—B-24	110 volts, 550 watts			Black japan, nickel color	5.00
	Empire Miniature Electric Range—B-26	110 volts, 550 watts			Black japan, nickel color	7.50
	Empire Miniature Electric Range—B-27	110 volts, 600 watts			Black japan, nickel porcelain color.	12.00

Ventilating Fans

110 volt A.C. 60 cycle or D.C.

Trade Name	Size of Fan	Inside Diam. of Ring	Cu. Ft. Air per Minute	Retail Price	Trade Name	Size of Fan	Inside Diam. of Ring	Cu. Ft. Air per Minute	Retail Price
Airmaster Corporation, 140 S Dearborn St., Chicago, Ill.					Buffalo Forge Co., 205 Mortimer St., Buffalo, N. Y.				
	10 in.	Window panel, 26 in. to 36 in.	800	*A.C.—\$29.75	<i>Buffalo Breeze</i>				
	10 in.	Window panel, 36 in. to 50 in.	800	*A.C.—29.75	Home Ventilating Fan	12-in.	Adjust. steel, 3 sizes (For window installation)	600	\$58.00
	10 in.	Window panel, 21 in. to 26 in.	800	*A.C.—29.75		12-in.	Adjust. glass panel, 2 sizes (For window installation)	1000	on app.
	10 in.	Window panel, 17 in. to 21 in.	800	*A.C.—29.75		12-in.	Adjust. steel box (For window installation)	1000	85.00
	10 in.	Transom panel	800	*A.C.—29.75	Industrial Ventilating Fan	12 in.		600	47.00
*D.C. \$37.75.						12 in.		1000	47.00
American Blower Co., 6000 Russell St., Detroit						16 in.		1100	59.00
<i>Elec. Ventilator</i>	12 1/4 in.	13	600	75.00		16 in.		1500	59.00
<i>Aero-pel</i>						18 in.		1800	93.00
Autovent Fan & Blower Co., 1805 N. Kostner Ave., Chicago, Ill.						18 in.		2400	93.00
<i>Autovent</i>	12 in.	Adjustable panel	600	43.50		24 in.		3200	160.00
	12 in.	Cabinet type		56.00		24 in.		4000	160.00
						30 in.		6200	225.00
					(See Adv. P. 39)	36 in.		10000	285.00

Ventilating Fans—Continued

Trade Name	Size of Fan	Inside Diam. of Ring	Cu.Ft. Air per Minute	Retail Price
Century Electric Co., 1806 Pine St., St. Louis, Mo.				A.C. & D.C.
Century 3 speeds.	16 in.	18½ in.		
1 speed.	12 in.	14½ in.		A.C.
Cincinnati Victor Co., 712 Reading Rd., Cincinnati, Ohio				
Clean Air				
VS 2.....		12 in.	850	29.75
Port Air				
VS 25.....		12 in.	850	28.00
Wall Box only.....				2.50
Grating only.....				2.50
Port Air				
VS 26.....		12 in.	850	33.50
Wall Box only.....				2.50
Grating only.....				2.50
In Built				
VS 10.....		12 in.	850	60.00
VS 11.....		12 in.	850	60.00
Day-Fan Electric Co., Dayton, Ohio				
Day Fan	10 in.	10½ in.	528	20.00
	16 in.	16½ in.	1700	30.00 with regulator
Diehl Mfg. Co., Elisabethport, N. J.				
Diehl	12 in. flat blade vent.....		720	A.C.—25.00
	16 in. flat blade vent.....		1200	A.C.—27.00
Wind-O-Vent	10 in. vent with Adjust. metal window panel		800	A.C.—49.50
	10 in. vent with adj. plate glass panel			A.C.—49.50
(See Adv. P. 12)				\$37.50 for D.C. or 25 cy. model
De Botheat Impeller Co., Inc., 1922 Park Ave., New York, N. Y.				*\$37.50
Little Imp	Adjust. window panel (5 sizes, fit windows from 20 in. to 64 in.)			
*Includes speed control, 10 ft. cord, plug, mounting fixtures.				
Electrovent Corporation, 5057 Woodward Ave., Detroit, Mich.				
A-25	10 in. Adjustable glass window panel		800	65.00
A-36	10 in. Adjustable glass window panel	18 to 24 in.	800	65.00
A-48	10 in. Adjustable glass window panel	24 to 36 in.	800	65.00
B-10	10 in. Built-in wall type	36 to 48 in.	800	59.50
M	10 in. Adjustable steel window panel	24 to 36 in.	600	39.00
S	9 in. Adjustable steel window panel	24 to 36 in.	550	29.50
Emerson Electric Mfg. Co., St. Louis, Mo.				(See Adv. P. 36)
Emerson, Jr.	9 in. with supporting ring only		500	A.C.—14.00
Emerson, Jr.	9 in. with mounting board		500	A.C.—17.00
Emerson, Jr.	9 in. with adjustable glass panel		500	A.C.—27.50
Emerson	12 in. with supporting ring only		900	A.C.—25.00
Emerson	12 in. with adjustable glass panel		900	A.C.—43.00
Emerson	12 in. with adjustable metal panel		900	A.C.—29.00
Emerson	12 in. with wall box.....		900	55.00
Emerson	16 in. with supporting ring only		1450	A.C.—27.00
Fidelity Electric Co., Lancaster, Pa.				
Fidelity	8 in. Semi-enclosed		2000	17.00
	12 in. Semi-enclosed		1700	23.00
	12 in. Semi-enclosed		1700	22.00
	12 in. Semi-enclosed		1700	25.00
	12 in. Semi-enclosed		Var.	30.00
	12 in. Enclosed		1700	34.00
	12 in. Semi-enclosed		Var.	33.00
	12 in. Enclosed		1700	39.00
	12 in. Semi-enclosed		Var.	34.00
	12 in. Enclosed		1400	39.00
	16 in. Semi-enclosed		1700	28.00
	16 in. Semi-enclosed		1700	28.00
	16 in. Semi-enclosed		1700	30.00
	16 in. Semi-enclosed		Var.	34.00
	16 in. Enclosed		1700	39.00
	16 in. Semi-enclosed		Var.	36.00
	16 in. Enclosed		1700	42.00
	16 in. Semi-enclosed		Var.	39.00
	16 in. Enclosed		1400	42.00
	18 in. Enclosed		1200	49.00
	18 in. Enclosed		1200	50.00
	18 in. Semi-enclosed		Var.	56.00
	18 in. Enclosed		1200	53.00
	18 in. Semi-enclosed		Var.	58.00
	18 in. Enclosed		1200	56.00
	18 in. Semi-enclosed		Var.	58.00
	24 in. Enclosed		900	100.00

Appliance

Trade Name	Size of Fan	Inside Diam. of Ring	Cu.Ft. Air per Minute	Retail Price
Fidelity Electric Co.—Continued				
	24 in.	Enclosed	900	105.00
	24 in.	Enclosed	900	128.00
	24 in.	Enclosed	900	100.00
	24 in.	Enclosed	1200	153.00
Fitzgerald Mfg. Co., Torrington, Conn.				
420.....				17.50
421.....				17.50
Galvin Electric Mfg. Co., 3314 S. Broadway, St. Louis, Mo.				
Galvin	12 in.			A.C.—27.00
	16 in.			A.C.—31.00
	16 in.	Exhaust blades, bucket		A.C.—50.00
General Electric Co., Bridgeport, Conn.				
G. E.	12 in.			25.00
	16 in.			27.00
A. C. Gilbert Co., New Haven, Conn.				
Polar Cub	10 in.	Portable with extension panel	500	11.50
Graybar Electric Co., Lexington Ave. and 43rd St., New York, N. Y.				
Graybar	12 in.	13 in.	1025	25.00
(See Adv. P. 11)	16 in.	17 in.	1600	27.00
Hunter Fan & Motor Co., 53 Park Place, New York, N. Y.				
Hunter	12 in.	12½	1100-1250	25.00
	16 in.	18	1600-1800	27.00
Ilg Electric Ventilating Co., Chicago, Ill.				
Ilg	12 in.	With portable panel	750	48.00
	16 in.	With portable panel	1000	65.00
	12 in.	Built-in Ilgair cabinet type.....	750	58.00
	16 in.	Built-in Ilgair cabinet type.....	1000	85.00
	12 in.	Transom ventilator..	750	37.50
Paul & Beckman Mfg. Co., 1722 N. 5th St., Philadelphia, Pa.				
Freshaire	8½ in.	8½ in.	500	*\$36.50
*With window extensions, \$39.50.				
Peerless Electric Co., Warren, Ohio.				
Peerless Exhaust type	AV1—12 in.		1150	25.00
	AV2—16 in.		1500	27.00
Multi Blade Pressure type	AV12—12 in.		2200	33.00
	AV14—14 in.		3100	55.00
	AV18—18 in.		{ 3775 }	95.00
			{ 4350 }	
			{ 6275 }	
	AV24—24 in.		{ 4400 }	135.00
			{ 6350 }	
Robbins & Myers, Inc., Springfield, Ohio.				
R & M	12 in.	13½ in.	1550	25.00
	16 in.	17½ in.	1500	27.00
Signal Electric Mfg. Co., Menominee, Mich.				
Signal	9 in.			18.00
B. F. Sturtevant Co., Boston, Mass.				
Sturtevant	16 in.	17 ⅝ in.	1860	A.C.—55.25
(See Adv. P. 174-188)				D.C.—64.60
Wagner Electric Corp., St. Louis, Mo.				
Wagner	12 in.	13 in.	905-950	25.00
	16 in.	17 in.	A.C.—D.C. 1510-1550	27.00
			A.C. D.C.	
West Wind Corporation, Seattle, Wash.				
Westwind	9 in.	10½ in. with outside louvre and draft door.....	500	31.50
Westinghouse Electric & Mfg. Co., Springfield, Mass.				
Westinghouse	12 in.	13 in.	925-925	25.00
	16 in.	17 in.	A.C. D.C. 1640-1800	27.00
			A.C. D.C.	
L. J. Wing Mfg. Co., 154 W. 14th St., New York, N. Y.				
	10 in.	10 in.	950-1100	D.C.—55.00
			A.C. D.C.	A.C.—60.00
	13 in.	13 in.	1400	D.C.—60.00
				A.C.—66.00
	17 in.	17 in.	2100-2700	D.C.—85.00
			A.C. D.C.	A.C.—106.00

Ventilating Fans, Furnace

Trade Name and Model	Specifications	Motor	Capacity	Control	Shipping Wgt., Lb.	Retail Price
A. C. Manufacturing Co., 417 Sherman St., Pontiac, Mich.	Heat booster for warm air furnaces					
	9	9-in. fan, 4 blades	1-30 hp., 110 v., 60 cy.	Automatic	29	\$50.00
	12	12-in. fan, 6 blades	1-20 hp., 110 v., 60 cy.	Automatic	42	75.00
	16-6	16-in. fan, 6 blades	1-10 hp., 110 v., 60 cy.	Automatic	98	97.50
	16-9	16-in. fan, 9 blades	1-10 hp., 110 v., 60 cy.	Automatic	135	113.75
	18	18-in. fan, 9 blades	1-6 hp., 110-220 v.	Automatic	155	146.13
	25-Cy-6	12-in. fan, 6 blades	1-25 hp., 110 v., 25 cy.	Automatic	42	75.00
	25-Cy-9	16-in. fan, 9 blades	1—hp., 110 v., 25 cy.	Automatic	135	113.75
	32-V,-4	16-in. fan, 4 blades	1-10 hp., d.c., 32 v.	Automatic	98	97.50

Trade Name and Model		Specifications	Motor	Capacity	Control	Shipping Wgt., Lb.	Retail Price	
Buffalo Forge Company, Buffalo, N. Y. (See Adv. P. 39)	Buffalo Coal Burner for any furnace or boiler	1						
		2	Max. 20 lb. coal per hr.	1-30 hp.	80 c.f.m.	Automatic	40	50.00
		3	Max. 30 lb. coal per hr. Max. 75 lb. coal per hr.	1-15 hp. 1/2 hp.	120 c.f.m. 300 c.f.m.	Automatic Automatic	40 110	66.00 100.00
Domestic Stoker Co., 7 Dey St. New York City	Electric Furnace Man H2R M K	Burner 12"-15" diam.		10-22 lb. coal fed per hr.	*Automatic		425-470	
		Burner 15 1/2"-19" diam.		20-29 lb. coal fed per hr.	*Automatic		500-515	
		Burner 2-12" to 2-15" diam		20-42 lb. coal fed per hr.	*Automatic		750	
For all types of furnaces—Capacity of hopper, 300-500 lb. coal.		*Automatic or manual temperature control.						
Emerson Electric Mfg. Co., St. Louis, Mo. (See Adv. P. 36)	Furnace fan	12-in. fan, 4 blades	a.c., 110 v. 50 and 60 cy. 25 cy. d.c., 115 v.		Regulator		35.00	
							37.50	
							37.50	
Germeyer Engineering Co., Harrisburg, Pa.	Germeyer Blower	Will handle up to 15 sq.ft. grate area	1-10 hp., 110 v., 60 cy. 3-speeds	250-270 c.f.	Electric Automatic thermostat	75	Not given.	
Peerless Electric Co., Warren, Ohio	Peerless Furnace Fan Junior Junior Senior	12-in. fan, 6 blades	3 speeds		Automatic or manual		35.00	
		16-in. fan, 6 blades	3 speeds		Automatic or manual		38.50	
		16-in. fan, 6 blades	3 speeds		Automatic or manual		48.00	
Wagner Electric Company, 6400 Plymouth Ave., St. Louis, Mo. *\$5 for 3-speed; \$18 therm. control.	Furnace Fan	12-in. fan, 4 blades	1 or 3 speeds	900 c.f.m.	* Automatic	44	*\$30.00	
		16-in. fan, 4 blades	1 or 3 speeds	1500 c.f.m.	Automatic	54	*\$36.00	
		19-in. fan, 4 blades	1 or 3 speeds	3000 c.f.m.	Automatic	69	†\$50.00	
†\$75 extra for 3-speed; \$18 therm. control.								
Warm Air Furnace Fan Co., 651 Cedar Ave., Cleveland, Ohio	Miles Automatic Furnace Fan 500-S 500-LS 600-S 600-LS 800-LS 1000-LS 1500-LS 1500-VS 18-C* 19-C* 20-C* 21-C*	Frame 33" x 16"	1-30 hp., 110 v., 60 cy.	700 c.f.m.	Automatic	76	50.00	
		Frame 39" x 14"	1-30 hp., 110 v., 60 cy.	800 c.f.m.	Automatic	76	60.00	
		Frame 33" x 16"	1-20 hp., 110 v., 60 cy.	1000 c.f.m.	Automatic	72	75.00	
		Frame 43" x 16"	1-20 hp., 110 v., 60 cy.	700 c.f.m.	Automatic	75	85.00	
		Frame 47" x 16"	1-20 hp., 110 v., 60 cy.	1100 c.f.m.	Automatic	80	90.00	
		Frame 51" x 18"	1-20 hp., 110 v., 60 cy.	1600 c.f.m.	Automatic	85	95.00	
		Frame 54" x 20"	1-8 hp., 110 v., 60 cy.	2200 c.f.m.	Automatic	140	115.00	
		Frame 48" x 24"	1/2 hp., 110 v., 60 cy.	3000 c.f.m.	Automatic	200	175.00	
		Frame 48" x 24"	1/2 hp., 220 v., 3 ph.	3000 c.f.m.	Automatic	160	160.00	
		Frame 48" x 24"	1/2 hp., 220 v., 3 ph.	3000 c.f.m.	Automatic	165	160.00	
		Frame 48" x 24"	1/2 hp., 220 v., 3 ph.	3500 c.f.m.	Automatic	175	180.00	
		Frame 48" x 24"	1/2 hp., 220 v., 3 ph.	4000 c.f.m.	Automatic	175	200.00	
		*\$10 extra for 1-phase.						

Violet Rays, Vibrators, Therapeutic Apparatus

(For Carbon Arc and Mercury Quartz Lamps sec. p. 91)

Manufacturer	Trade Name and Model	Type of Device	Special Features	Retail Price
Allover Mfg. Co. 1127 Irving Place, Racine, Wis.	Allover	AC Vibrator	3 applicators	\$10.00
Arnold Electric Company Racine, Wis.	Arnold	Vibrator	6 applicators	13.75
Beardsley & Walcott Mfg. Co. Waterbury Conn.	D0111	Lamp, adjustable arm	Nickel, 200 watt	8.50
	D0201	Lamp, hand	Aluminum, 200	6.50
	D051	Lamp, stand	Nickel, 200 watts	17.50
		Lamp, hand	Nickel, 200 watts	7.50
	X0113	Atomizer, electric heated	5 watts	3.50
Beasley-Eastman Laboratories, Inc 1304 Harper Ave., Racine, Wis.	Colorite	Hand lamp	260 watt	6.50
	Renulife	Violet ray, portable		12.50-75.00
	4	Diathermy Instr., Portable and takes mobile unit		150.00
	5	Diathermy Instr., portable and takes mobile unit		250.00
Bleaden-Dun Company 2300 Warren Ave. Chicago	Violetta--			
	Baby-A	Violet ray, 2-piece outfit	1 electrode and case	12.50
	22	Violet ray, 1-piece	3 electrodes and case	12.50
	1	Violet ray, 1-piece	1 electrode and case	17.50
	M	Violet ray, 2-piece	3 electrodes and case	15.00
	3	Violet ray	Generator and 5 electrodes; case	25.00
	5	Violet ray, physician's set	8 electrodes and case	35.00
	7	Violet ray (nose, throat and bron- chial outfit)	3 electrodes and ozone generator	35.00
	Mulifrex-H	Violet ray, complete home outfit	11 electrodes and ozone generator	75.00
	B-D Thermic Lamp	Lamp	Aluminum bowl and handle; 260 watts	9.00
	B-D Thermic Lamp Junior	Lamp	Aluminum bowl and handle, 200 watts	6.50
	B-D Thermic Lamp Stand			15.00
	Model			
	Diathermy Type "ZA"			220.00
	Portable			255.00
	Diathermy Type "ZA"			
	Maghony Cabinet			
Charles A. Branston, Inc 297 Washington St., Buffalo, N. Y.	Branston Generator, 29	Violet ray, sinusoidal, ozone high frequency	9 violet ray electrodes, 7 sinusoidal electrodes, case, cord, ozone oil	110.00
	Branston Generator—27	Violet ray, sinusoidal high frequency	8 violet ray electrodes, 6 sinusoidal electrodes, case, cord	75.00
	Branston Generator—25	Violet ray, ozone high frequency	7 violet ray electrodes, ozone mask and tubing, ozone oil, case	70.00
	Branston Generator—7	Violet ray, high frequency	5 electrodes, case	40.00
	Branston Generator—12	Violet ray (battery model)	1 electrode, case	50.00
	Branston Generator—9	Violet ray (telephone model)	2 electrodes	25.00
	Branston Generator—J-D	Violet ray, ozone generator	9 electrodes, ozone oil, case	32.50
	Branston Generator—Junior, J-C	Violet ray	6 electrodes, case	22.50
	Branston Generator—Junior, J-B	Violet ray	3 electrodes, case	17.50
	Branston Generator—Junior, J-A	Violet ray	1 electrode, case	12.50
Drake Electric Works 3943 Lincoln Avenue Chicago, Ill.	Drake No. 1	Vibrator	3 applicators, leatherette case	10.00

Violet Rays, Vibrators, Therapeutic Apparatus—Continued

Appliance

Manufacturer	Trade Name and Model	Type of Device	Special Features	Retail Price
Eagle Electric Manufacturing Company 59 Hall Street Brooklyn, N. Y.	Eagle—375	8-in. lamp	Aluminum bowl; 260 watts	\$4.75
	Eagle—377	Therapeutic table lamp	12-in. flexible arm	7.00
	Eagle—380	Therapeutic clamp lamp	Rubber covered spring clamp	6.00
	Eagle—378	Therapeutic floor lamp	Adjust. height, nickel, white enamel finish	15.00
	Eagle—342	Infra-red element	Generates infra-red rays	7.25
Eastern Laboratories, Inc. 225 East 38th Street New York City	Marvel			
	A-1	Violet ray	With surface electrode	9.50
	21	Violet ray	5 electrodes and instrument board	30.00
	23	Violet ray, high and low frequency	6 electrodes and instrument board	45.00
	24	Violet ray, high and low frequency	Full equipment	75.00
	Super-Marvel—3	Violet ray	3 electrodes	12.50
	Marvel-Special—5	Violet ray	5 electrodes	17.50
	Marvel Ozone—7	Violet ray	4 electrodes and ozone generator	25.00
	Marvelite			
	99	Facial lamp and hair dryer	8½" bowl, handle, 260 watts	10.00
	B	Floor stand for lamp	Adjustable from 36" to 72"	10.00
	95	Floor lamp	10" bowl and adjustable stand	15.00
	97	Hand lamp	3-60-watt red, blue and white lamps	7.50
	Marvelite, Jr.—98	Lamp	120-watt clear bulb	7.50
	Marvelite, Jr.—90	Floor Lamp	Adjustable 36" to 72", nickel base	10.00
	Marvelite, Jr.—91	Floor Lamp	Adjustable 36" to 72", white enamel base	10.50
	Marvel—80	Carbon arc lamp		47.50
	Marvel—81	Carbon arc lamp	6 M.M. carbons	60.00
Walter S. Edmands 25 Pearl St., Boston, Mass.	Edmanlite	Two-unit Infra-red lamp	Hand model, 2 deg. heat	12.50
S. W. Farber, Inc. 141 South Fifth Street Brooklyn, N. Y.	15	Therapeutic lamp	7½" aluminum shade or reflector, hand model	6.50
	17	Therapeutic lamp	7½" aluminum shade or reflector, clamp model	9.00
	19	Therapeutic lamp	7½" aluminum shade or reflector, floor model	13.50
Fitzgerald Manufacturing Company Torrington, Conn.	Star-Rite			
	C-353	Violet ray	10 electrodes	50.00
	B-352	Violet ray	5 electrodes	25.00
	E-355	Violet ray	3 electrodes	13.50
	F-356	Violet ray	3 electrodes	13.50
	C-506	Vibrator, A.C. or D.C.	4 applicators and case	7.50
	B-505	Vibrator, A.C. or D.C.	Aluminum, 4 applicators	12.50
	A-504	Vibrator, A.C.	3 applicators	5.00
	Vim-Ray	Lamp 200 watts	Nickel finished bowl with handle	6.50
			Adjustabl arm, or floor stand	3.50
	Super Vim-Ray	Lamp 375 watts		15.00
P. A. Geler Company Cleveland, Ohio	Royal Special	Vibrator, rotary, A.C.-D.C.	Variable speeds, 4 applicators	19.50
	Royal DeLuxe	Vibrator, rotary, A.C.-D.C.	Variable speeds, 6 applicators, case	22.50
A. C. Gilbert Company New Haven, Conn.	Polar Cub	Vibrator, Universal Rotary A.C.-D.C.	3 applicators	4.95
Gold Seal Electrical Co. Poughkeepsie, N. Y.	Heat Ray—50	Therapeutic lamp		4.50
	Heat Ray—51	Therapeutic lamp		5.00
	Heat Ray—53	Therapeutic lamp	Adjustable lamp	7.00
Halliwel-Shelton Electric Corp. 113-119 Fourth Ave. New York City	Type A	Lamp 7", hand	With red, white and blue bulbs or one clear 100-watt bulb	6.75
	Type B	Lamp 8", hand	With one 200-watt bulb, switch	7.75
	Type C	Lamp 9", stand	36" pedestal aluminum adjustable to 72" height and 269-watt clear bulb	15.00
	D special	Double Lamp	36" aluminum pedestal, adjustable to 72", 260 watt clear bulb	22.50
	12	Violet ray	Surface, comb metal, electrodes	12.50
	21	Violet ray	Two-piece construction, surface, comb and metal electrodes	20.00
	29	Violet ray	Surface, comb, fulguration and metal electrodes, with case	15.00
	22 De Luxe	Violet ray	Surface, comb, metal, throat electrodes, with case	20.00
	202	Violet ray	Dial current control, surface, comb, throat, metal and eye electrodes, with case	30.00
	204	Violet ray	Dial current control, surface, comb, spinal, throat, prostatic, eye and rectal electrodes	45.00
	205	Violet ray	Dial current control, surface, condenser, comb, spinal, throat, prostatic, ear or urethral, eye, fulguration and neon surfaces	75.00
	75 Gentry	Vibrator and vibration regulator	Bright aluminum finish, five applicators	22.50
	Portable Vibrator—71			28.50
	19			35.00
	1			45.00
	Pedestal Vibrator—80 "Ideal"			80.00
	150 "Ajax"			100.00
	100 "Giant Special"			90.00
Hamilton Beach Manufacturing Company Racine, Wis.	Hamilton-Beach			
	A	Vibrator, 7 speeds	6 applicators and case	*16.50
	D	Vibrator, universal motor	6 applicators and case	13.50
	C	Vibrator, 7 speeds	6 applicators and case	19.75
	F	Vibrator, 7 speeds	6 applicators and case	13.50
		(*Denver and west 50c. extra)		
Hanovia Chemical & Mfg. Co. Chestnut St. at N.J.R.R. Ave. Newark, N. J.	Sollux—S-102	Infra-red lamp	Stand model	30.00
Illinois Stamping & Mfg. Company 220 North Jefferson Street Chicago, Ill.	Candelabra No. 1	Lamp and hair dryer		1.25
	No. 2	Lamp and hair dryer	Ivory enamel bowl and handle	2.25
Jackson Electrical Company 900 West Van Buren Street Chicago, Ill.	Vapo-Light	Vaporizer	Copper reflector	2.00
	Sun-Bath	Lamp	Nickel plated Nickel plated bracket	5.00 2.25
Paul E. Johnson, Inc. 1824 S. Albert St. Chicago, Ill.	1114	Infra-red lamp	Adjustable stand, switch	27.50
	1116	Infra-red lamp	Clamp type, switch	15.00
Knapp-Monarch Company St. Louis, Mo.	Therm-a-Hot—400 Hand Type	Hair dryer and therapeutic lamp		2.25

Manufacturer	Trade Name and Model	Type of Device	Special Feature	Retail Price
Lindstrom & Company 2322 Indiana Ave., Chicago, Ill.	Elco 39 43 38-B 41 37 51 12 32 1 325 21 Elco S-202 Elco Giant S-209 Elco S-195 S-190 S-198 S-152 S-142	Violet ray Violet ray Violet ray Violet ray Violet ray Violet ray Combination violet ray, ozone medical electricity and vibrator outfit Vibrator Vibrator Lamp Vibrator Therapeutic concussor Therapeutic concussor Ultra violet ray lamp Ultra violet ray lamp Ultra violet ray lamp Infra-red therapeutic lamp Infra-red therapeutic lamp	3 electrodes and case 1 electrode 6 electrodes, ozone generator and case 1 electrode and case 5 electrodes and case 3 electrodes 110 volt, 60 cycles, A.C. 110 volt A.C. and D.C. 4 applicators and case Same as 32, without switch 4 applicators and case Stroke 0 to $\frac{1}{4}$ inch, 5 applicators Stroke 0 to $\frac{1}{8}$ inch, 4 applicators 12 inch reflector floor model. 6 mm. carbons 10 inch reflector, table model. 6 mm. carbons 7 $\frac{1}{2}$ inch reflector table model. 6 mm. carbons Floor model 10 inch reflector Clamp model 10 inch reflector	\$12.50 9.50 25.00 8.50 18.50 10.50 67.50 72.50 10.00 6.50 6.50 14.50 50.00 30.00 37.50 27.50 15.00 27.50 15.00
Luther, Inc. 285-289 So. Water St. Milwaukee, Wis.	Rekreator Rekreator Rekreator	Ultra Violet ray Ultra Violet ray Ultra Violet ray	Table model Pedestal Model Professional model	37.50 49.50 99.50
Master Electric Company 421 S. Market St. Chicago, Ill.	Master 2-B 10A 15 8 4A	Violet ray Violet ray Violet ray Violet ray Violet ray	Surface and metal comb, electrodes and case Surface electrode, case 4 electrodes, case 5 electrodes, case 6 electrodes, case	12.50 8.50 15.00 25.00 35.00
National Stamping & Electric Works 3212 West Lake Street Chicago, Ill.	White Cross 53 54 De Luxe 21 25 30 20 19 18 17	Violet ray Violet ray Vibrator, 1-speed, universal Vibrator, 3-speed, universal Vibrator, 3-speed, universal Lamp, 260 watt Therapeutic lamp Therapeutic lamp Therapeutic lamp	With surface electrode With 5 electrodes 4 applicators 6 applicators and case 6 applicators and case Switch, cord, plug	12.00 18.00 11.00 16.00 16.00 4.50 3.00 7.50 6.50
John Oster Manufacturing Company Racine, Wis.	Oster	Vibrator	Magnetic type with adjusting screw control In wooden case	8.50 10.00
Leo F. Robertson, Inc. 532-540 W. 22nd St. New York, N. Y.	Small Infra-red Senior Infra-red Super Infra-red	Infra-red lamp Infra-red lamp	400 watts 700 watts 1250 watts	19.50 30.00 92.50
Rodale Mfg. Co. New York, N. Y.	Rodale—140 Rodale—141 Rodale—142	Lamp Lamp Lamp	Nickel plated, white ivory, toggle socket, hand Nickel plated, white ivory, toggle socket, heavy base Nickel plated, white ivory, toggle socket, handy clamp	5.50 8.00 6.50
Rogers Electric Laboratories Company 2015 E. 65th St. Cleveland, Ohio	401 Standard 402 Junior 403 Traveler 404 De Luxe 405 Professional 201 202	Violet ray Violet ray Violet ray Violet ray Violet ray Lamp Lamp	2 electrodes 3 electrodes 2 electrodes 4 electrodes 6 electrodes With 260 watt clear glass lamp With lamp and infra-red element	12.50 12.50 15.00 25.00 35.00 6.50 7.50
*Adjustable stand for lamps, \$7.				
Russell Electric Co., 340 West Huron St., Chicago, Ill.	F-1 O-1	Infra red generator, table and hand lamp Infra red generator, Goose-neck base	Garno-quartz bulb 8" copper bowl Garno-quartz bulb 9 $\frac{1}{2}$ " copper bowl	15.00 27.50
Samson-United Corp., Rochester, N. Y.	135—Combination hand and stand 137—Hand model only	Lamp Lamp	260 watts, 110 volts, A.C. or D.C. 260 watts, 110 volts, A.C. or D.C.	6.00 4.00
Sanitarium Equipment Co. Battle Creek, Mich.	K-22 Photophore MS-1	Lamp Vibratory chair	In hand type reflector case, carbon filament lights With abdominal applicator, foot applicator vibrating bar and back rests	12.00 230.00
Sanitax Electric Company 303 4th Ave. New York City	Sanitax G D F B A Sanitax—Pep	Lamp, 6" hand Lamp, 6" hand Lamp, 8" hand Lamp, 8" stand Lamp, 11" stand Vibrator, rotary, 110 A.C., D.C.	Nickel Nickel Nickel, 250 watts Nickel, 260 watts Nickel, 260 watts Variable speeds, 5 applicators	7.00 5.50 6.00 14.50 16.00 14.50
S. Robert Schwartz & Bro. 160 Varick St. New York City	5020 Heatolite 5023 Heatolite Q-Ray 5030 3045 5045 5028 5033 5038	7 $\frac{1}{2}$ " lamp, hand model 7 $\frac{1}{2}$ " lamp, clamp model 9" lamp, hand model Stand for lamp Stand for lamp 7 $\frac{1}{2}$ " lamp, stand model 9" lamp, clamp model 9" lamp, stand model	Aluminum finish; 260 watts Aluminum bowl, 260 watts Aluminum bowl; 260 watts 66" high, adjustable, solid vase 69" high, 3-leg base Aluminum shade, 260 watt Aluminum shade, 260 watt, crystallized black Aluminum, crystallized black, 260 watt	4.75 5.00 6.50 8.50 6.00 9.50 6.75 11.25
Superior Electric Products Co. 1300 So. 13th St., St. Louis, Mo.		Ultra violet ray lamp		25.00
Albert Wahle Co., Inc. Metropolitan and Morgan Aves. Brooklyn, N. Y.	1249 Sun Beam	8 $\frac{1}{2}$ " reflector lamp	Table model (stand obtainable extra)	6.00
Welden Mfg. Co., 27 Walker St., New York, N. Y.	"Wel-Ray"	Lamp, 6" hand	Aluminum, 260 watts	5.00
White Beauty Electric Company 4416 North Western Avenue Chicago, Ill.	White Beauty 217	Violet ray	1 surface electrode	12.50

Waffle Irons

Appliance

Trade Name, Model No.	Grids	Retail Price
Armstrong Electric & Mfg. Corp., Huntington, W. Va.		
Armstrong Waffle Iron.....	Round, octagonal, black handles, nickel body.....	\$9.85
Beardsley & Wolcott Mfg. Co., Waterbury, Conn.		
Torrid—W0301.....	7½ in. round, cast alum.....	8.00
W1010.....	6½ in. round, cast alum.....	5.95
W0510, Heat Indicator.....	7½ in. round, cast alum.....	9.75
W2014, Heat Indicator.....	8½ in. round, cast alum.....	14.95
(Elements: Nichrome, Nichrome IV)		
Bersted Mfg. Co., 5201 West 65th St., Chicago		
<i>Bersted</i>		
214.....	7½ in. round.....	7.00
66.....	8 in. round.....	10.00
216 Waffle Iron Set.....	214 iron, tray, glass pitcher and small jug.....	14.00
217.....	Square 6½x6½ in., Perf. Base.....	8.50
215.....	Round.....	8.00
224.....	Round.....	8.50
223 Waffle Set.....	Round.....	15.50
225 Waffle Set.....	Round.....	16.00
68 Waffle Set.....	Round automatic.....	14.95
Central Flat Iron Mfg. Co., Johnson City, N. Y.		
Betsy Ross—711.....	7 in. round.....	9.50
(Elements: Nichrome and Nichrome IV)		
Chicago Elec. Mfg. Co., 2801 South Halsted St., Chicago, Ill.		
<i>Handy Hot</i>		
AF-1.....	8 in., aluminum.....	11.25
AF-7.....	7 in., nickel.....	9.40
AF-9.....	8 in., nickel.....	11.25
Sr. Krome—AF-16.....	8 in., chromium.....	13.75
Jr. Krome—AF-15.....	7 in., chromium.....	11.90
(Elements: Chromel A.C.; Nichrome, Nichrome IV)		
Dominion Electrical Mfg. Co., 712-22 Ontario Ave., West, Minneapolis, Minn.		
<i>Domino</i>		
63 Solid Base.....		10.00
64 Solid Base.....		9.00
65 4-Legs, no Base.....		7.50
67 4-Legs, no Base.....		7.00
67-H solid base.....	7½ in. round, cast aluminum.....	8.00
67-H Indicator, Solid Base.....	Nickel.....	9.00
67-H Indicator, Solid Base.....	Chromium.....	10.00
68-Aristocrat Indicator, Solid Base.....	Chromium.....	12.00
67-2-Twin Waffle Iron.....	Grids 7½ in. round.....	15.00
(Elements: Chromel A, Nichrome IV)		
Dowd-Rodgers, Inc., 95 Madison Avenue, New York City		
Dowd-Rodgers.....		15.00
(Elements: Chromel A, C Solar, Tophet)		
Eagle Electric Mfg. Co., Brooklyn, N. Y.		
<i>Eagle</i>		
324 DeLuxe, (heat indicator).....		12.00
325.....	6½ in. Cast aluminum grids.....	9.00
Edison Electric Appliance Co., 5600 West Taylor St., Chicago, Ill.		
<i>Hotpoint</i>		
146 Y 53 DeLuxe.....	7½ in. round.....	15.00
156 Y 53 DeLuxe, with switch and plug.....	7½ in. round.....	15.50
126 Y 161 Toggle.....	7½ in. round.....	9.45
119 Y 155 Ambassador.....	7½ in. round.....	18.50
119 Y 156 Lennox.....	7½ in. round.....	12.50
Electrahot Mfg. Co., 525 S. 4th St., Minneapolis, Minn.		
Electrahot—A-75.....	8½ in. round.....	10.00
(Elements: Nichrome IV)		
Estate Stove Co., Hamilton, Ohio		
75 White, Green, Red or Blue Enamel.....	7½ in. round.....	12.95
Everyday Electric Co., Marion, Ind.		
No. 111.....	8 in. grids, complete with cord.....	7.85
Fitzgerald Mfg. Co., Torrington, Conn.		
<i>Star-Rite</i>		
532, Nickel (heat indicator).....	6½ in. round.....	9.00
532, Chromium (with heat indicator).....	6½ in. round.....	10.00
Lighting, 536 Nickel.....	7½ in. round.....	10.00
Lighting, 536 Chromium (with heat indicator).....	7½ in. round.....	11.00
Empress, nickel (heat indicator).....	7½ in. round.....	11.00
Empress, Chromium (with heat indicator).....	7½ in. round.....	12.00
(Element: Nichrome)		
Gold Seal Elec. Co., Poughkeepsie, N. Y.		
<i>Gold Seal</i>		
37.....	Handles and Cords in Color.....	8.00
39.....	Handle and Cords in Color with Heat Indicator.....	9.00
(Element: Rockbestos)		
Great Northern Products Co., 17-19 E. Austin Ave., Chicago, Ill.		
E-95, Nickel Plated.....	550 watts.....	5.75
E-97, Nickel Plated.....	550 watts.....	6.60
E-1605, Nickel Plated.....	600 watts.....	8.10
E-1606, Nickel Plated.....	600 watts.....	9.45
E-1607, Chromium Plate.....	600 watts.....	10.80
E-1608, Chromium Plate.....	600 watts.....	12.15
E-950, Waffle Set.....	550 watts.....	9.10
E-955, Waffle Set.....	550 watts.....	10.65
E-970, Waffle Set.....	550 watts.....	10.00
E-975, Waffle Set.....	550 watts.....	11.50
E-2609, Waffle Set.....	600 watts.....	11.50
E-2610, Waffle Set.....	600 watts.....	12.75

Trade Name, Model No.	Grids	Retail Price
Grissold Mfg. Co., Erie, Pa.		
<i>Grissold</i>		
2-8-E.....	7 in. round.....	\$10.75
3-8-E.....	7 in. round.....	5.95
Knapp Monarch Company, St. Louis, Mo.		
<i>Therm-a-hot</i>		
950.....	Round.....	6.50
975.....	Round.....	7.50
Landers, Frary & Clark, New Britain, Conn.		
<i>Universal</i>		
E-9334.....	7½ in. round.....	12.75
E-9314.....	7½ in. round.....	13.75
E-7324 Chromium Finish.....	7½ in. round.....	21.50
E-7334 Chromium Finish.....	7½ in. round.....	15.00
E-9305.....	Oblong 3½x7 in.....	8.45
E-931405 Waffle Iron Set (5 piece).....	Round.....	40.75
E-931403 Waffle Iron Set (3 piece).....	Round.....	32.75
E-933405 Waffle Iron Set (5 piece).....	Round.....	39.75
E-933403 Waffle Iron Set (3 piece).....	Round.....	31.75
3914.....	7½ in. round.....	5.95
E-9364 Marie Antoinette Design, Nickel.....	7½ in. round.....	14.75
E-9474 Jeweled Sapphire.....	7½ in. round.....	14.75
E-9574 Jeweled Garnet.....	7½ in. round.....	14.75
E-9674 Jeweled Jade.....	7½ in. round.....	14.75
E-9914 Nickel.....	7½ in. round.....	8.95
A. J. Lindemann & Hoverson Co., Milwaukee, Wis.		
L & H Electrics—315A.....	7½ in. square, cast aluminum.....	15.00
(Element: Chromel A)		
Majestic Elec. Appliance Co., Inc., 2401 Chestnut St., Philadelphia, Pa. and 590 Folsom St., San Francisco, Calif.		
Majestic—153 Gidelieve.....	8½ in. round, cast alum. waffle and griddle cake iron.....	18.00
(See Adv. P. 165) (Element: Chromaloz)		
Manning-Bowman & Co., Meriden, Conn.		
<i>Manning-Bowman</i>		
K-1601, Aranium.....	7 in. round.....	15.00
K-1617, Aranium.....	7 in. round.....	18.00
K-1621, Aranium.....	7 in. round.....	20.00
1621, Nickel.....	7 in. round.....	15.00
1602, Nickel.....	7 in. round.....	12.50
Homelectrics 40.....	7 in. round.....	9.25
(Elements: Chromel C, Nichrome)		
Metal Ware Corp., Two Rivers, Wis.		
Empire—S-75.....	11x6½x4 in. rectangular 3-section.....	10.00
(See Adv. P. 186) (Elements: Nichrome, Nichrome IV)		
National Electric Appliance Co., Madison Ave. & W. 83d St., Cleveland, Ohio.		
<i>National</i>		
Waffle Iron, Toaster Stove and Grill.....	Round, 10-in. tray, 660 watts.....	12.00
	Chromium.....	13.75
National Stamping & Elec. Works, 3212 W. Lake St., Chicago, Ill.		
<i>White Cross</i>		
156.....	7 in. round.....	8.80
154.....	7 in. round.....	6.80
154 T.S. Waffle Set.....	7 in. round.....	10.00
257 Colored Handles and Cord.....	Round.....	10.00
255 Colored Handles and Cord.....	Round.....	8.00
255 T. S. Waffle Set (3 pc.).....	Wound.....	12.50
259.....		8.50
Proctor & Schwartz Electric Co., Seventh & Tabor Road, Philadelphia, Pa.		
<i>Proctor Automatic Signal Waffle Iron</i>		
1205.....	Batter ring 7½ in. in diam.....	12.50
(See Adv. P. 35)		
Robeson Rochester Corp., Rochester, N. Y.		
<i>Royal-Rochester</i>		
E-6468 "Dictator".....	Nickel, heat ind.....	8.95
E-6469 "Berkley".....	Nickel.....	10.00
E-6472 "Louis XIV".....	Nickel.....	14.95
E-7477 "Avalon".....	Chrome.....	16.00
E-6473 "Golden Pheasant".....	Nickel.....	18.00
E-6474 "Royal Bouquet".....	Nickel.....	14.00
E-7473 "Golden Pheasant".....	Chrome.....	22.50
E-7475 "Modernistic".....	Chrome.....	22.50
6474378, Royal Boquet Waffle Set.....	Iron, bowl, syrup and tray.....	31.50
(Elements: Chromel A, Nichrome IV)		
Rock Island Mfg. Co., Rock Island, Ill.		
388-A.....	Rectangular.....	8.95
288-A.....	Skirted iron.....	12.00
289-A.....	Skirted iron with tray.....	15.00
M-11.....	Aristocrat.....	9.85
Rogers Elec. Laboratories Co., Cleveland, Ohio.		
100NP Colored Handle Optional.....	7 in. round.....	6.00
100, Colored Handles Optional.....	7 in. round.....	5.75
103, Colored Handles Optional.....	7 in. fancy top.....	7.75
104, Colored Handles Optional.....	7 in. round (with cord switch).....	8.50
Rutenber Elec. Co., Marion, Ind.		
<i>Marion</i>		
77-A, Heat Indicator.....	8 in. round.....	8.75
	8 in. round.....	9.75
Samson-United Corp., Rochester, N. Y.		
132CW, Chromium-Plated Inlaid China.....	Diameter of grids 8½ in.....	9.50
131C, Chromium-Plated.....	Diameter of grids 8½ in.....	8.50
E131C, Chromium Plated, heat indicators.....	Diameter of grids 8½ in.....	9.50
130N, Nickel Plated.....	Diameter of grids 8½ in.....	7.50
E130N, Nickel Plated, with heat indicator.....	Diameter of grids 8½ in.....	8.50

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Waffle Irons, Continued

Trade Name, Model	Grids	Retail Price
Simplex Division, Edison Electric Appliance Co., Chicago, Ill.		
<i>Simplex</i> 817 Y 160.....	Alum. grid, Simplex Calrod elements.....	\$8.95
Superior Elec. Products Co., 1300 South Thirteenth St., St. Louis, Mo.		
<i>Superior</i> —601.....	8 in. round.....	7.50
603.....	8 in. round.....	9.00
650.....	6 in. round.....	5.75
750, Twin Waffle Iron.....		12.00
The Swartzbaugh Mfg. Co., Toledo, Ohio.		
<i>Everhot</i> 10x7 in.....	660 watts.....	15.00
"Waf-rl Baker"	Rectangular, five waffle molds..	
Utility Electric Company, 620 Tower Grove Ave., St. Louis, Mo.		
150 Utility, engraved top, color handles...	8 in. round, die cast.....	8.00
165 Bakeswell, heat indicator.....	8 in. round, die cast.....	8.85
DW 1 Commercial, double with two heats	8 in. round, die cast.....	45.00
	(Elements: Nichrome)	

Trade Name, Model	Grids	Retail Price
A. H. Waage, 112 Chambers St., New York, N. Y.		
<i>Waage</i> 6 in. round, cast aluminum.....		\$8.50
7½ in. round, cast aluminum.....		9.50
	(Elements: Nichrome IV)	
Waage Electric Company, 5100 Ravenswood Ave., Chicago, Ill.		
221.....	7½ in. nickel.....	9.00
22.....	7½ in. heat indicator.....	9.50
22C.....	7½ in. chromium, heat indicator...	9.50
Westinghouse Elec. & Mfg. Co., Merchandising Dept., Mansfield, Ohio.		
CT-2—105 volts "Automatic" (with heat indicator).....	7½ in. round, chrome plate.....	20.00
CK-2—105 volts "Automatic" (with heat indicator).....	7½ in. round, nickel plate.....	16.00
WD-2—105 volts "Wentworth".....	7½ in. round, nickel plate.....	15.00
CR-22—105 volts "Kenmore" (with heat indicator).....	7½ in. round, chrome plate.....	14.50
WA-2—105 volts "Rectangular".....	Rectangular, nickel plate.....	13.50
CD-2—105 volts "Standard".....	7½ in. round, nickel plate.....	8.95
	(Elements: Chromel A, Nichrome IV)	

Washers

Manufacturer	Trade Name and Model No.	Type	Capacity	Tub Material	Wringer	Finish	Crated Weight, Lb.	Retail Price
Albaugh-Dover Mfg. Co. Marshall Blvd., and 21st St., Chicago, Ill.	Butterfly—1930	Oscillating cylinder	8 sheets	Copper	Swinging reversible	Aluminum bronze	295	\$160.00
Almetal Mfg. Co. 7227 Manchester Ave. St. Louis, Mo.	D-S Almetal	Vacuum	6 sheets	Copper	Swinging	Gray	300	150.00
	D-7 Almetal	Vacuum	9 sheets	Copper	Swinging	Bronze	300	160.00
	S—Pollyanna	Oscillating	6 sheets	Copper	Swinging	Gray	250	135.00
	D—Pollyanna	Oscillating	6 sheets	Copper	Swinging	Gray	250	110.00
Altorfer Bro., Co. Peoria, Ill. (See Adv. P. 42-43)	A.B.C. Spinner—60	Submerged agitator	8 lbs. dry	Armco metal Porcelain inside and out	None—centrifugal dryer	Tan and green	240	165.00
	A.B.C. Companion—55	Submerged agitator	8 lbs. dry	Armco metal Porcelain inside and out	Swinging reversible	Tan and green	204	135.00
	A.B.C. Companion—58 (Gasoline Engine Power)	Submerged agitator	8 lbs. dry	Armco metal Porcelain inside and out	Swinging reversible	Tan and green	230	162.50
	A.B.C. Playmayd—40	Submerged agitator	8 lbs. dry	Armco metal Porcelain inside and out	Swinging reversible	Tan and leaf brown	181	99.50
	Apartment—30	Submerged agitator	6 lbs. dry	Armco Metal Porcelain inside and out	Folds down	Beige	125	79.50
Apex Electrical Mfg. Co. Cleveland, Ohio	Rotarex Gyrator-WG-6	Submerged agitator		Copper	Swinging reversible	Copper and enamel	254	89.00
	Apex-S			Nickel copper, enamel	Wringerless		247	155.00
	Rotarex Gyrator-WG-12	Dasher disc agitator		Vitreous enameled	Swinging reversible	Porcelain	240	99.00
At Last Co., Perry, Iowa	Kibly's Thermos	Gyrator 1 in. bottom or top	9 lbs.	Cart brass Copper side Nickel bottom	Balloon	Enamel	225	\$110.00
Automatic Washer Company Newton, Iowa (See Adv. P. 20-21)	Automatic—22	Agitator, invertible duo disc.	7 sheets	Porcelain enamel	Swinging reversible (Hercules rolls)	Suntan vitreous enamel and green lacquer		99.50
Barlow & Seelig Mfg. Co. Ripon, Wis.	Big 3 Speed Queen	Submerged agitator	10 lb. dry	Drawn aluminum	Swinging reversible Full balloon rolls	Gray or green	170	Less than 100.00 East of Rockies
Barton Corporation West Bend, Wisconsin (See Adv. P. 153)	Barton-C	Submerged agitator	Standard	Copper or vitreous enamel	(Lovell)	Colors	175	89.75
	La Salle—H	Submerged agitator	Standard	Copper or vitreous enamel	(Lovell)	Colors	187	99.75
	Barton-Master	Submerged agitator	Standard	Copper or vitreous enamel	(Lovell)	Colors	195	125.00
Birtman Electric Co. 4140 Fullerton Ave. Chicago, Ill.	Bee-Vac—A-102	Agitator	8 sheets	Copper	Swinging reversible	Surf green lacquer	235	99.50 West of Rockies 110.00
Blackstone Mfg. Co. Jamestown, N. Y.	Blackstone Arrow	Submerged aluminum	60 lbs per hour	Copper nickel (Lovell)	Swinging reversible	Copper and white	224	155.00
	Blackstone—22	Agitator aluminum	60 lb. per	Copper nickel (Lovell)	Swinging reversible	green	224	99.50
Bluffton Mfg. Co. Findlay, Ohio	Woman's Friend	Submerged agitator	60 lbs.	Aluminum	Balloon	Ivory, Robin's Egg blue lacquer	150	95.00
Boss Washing Machine Co. Cincinnati, Ohio	Boss Worm Drive—50	Floating aerowing agitator	16 gallons	Wood	Swinging reversible	Natural aluminite trim	225	96.00
	Banner—35	Floating agitator	hour	Wood stave leg	Swinging reversible (Lovell)	Natural	200	75.00
	Boss Thermo—75	New flushor	16 gals.	Thermo nickel copper	Safety feed	Lacquer	225	155.00
	Boss—90	Submerged agitator	15 gals.	Copper nickel	Swinging reversible	Lacquer	200	99.00
Brammer Washing Machine Co. 1441 Rockingham Road Davenport, Iowa	Thrifty	Submerged agitator	6 sheets	Copper nickel	Swinging reversible (Lovell)	Jade green	215	99.00
	De Luxe	Submerged agitator	6 sheets	Copper nickel	Swinging reversible (Lovell)	Buff	220	120.00
Chicago Dryer Co. 2210 N. Crawford Ave. Chicago, Ill.	Chicago—214	Oscillating tub	9 sheets	Copper nickeloid plated	Stationary reversible	White enamel	500	250.00
	Chicago—314	Oscillating tub	12 sheets	Copper nickeloid plated	Stationary reversible	White enamel	550	300.00
	Chicago—414	Oscillating tub	15 sheets	Copper nickeloid plated	Stationary reversible	White enamel	600	375.00

Washers—Continued

Appliance

Manufacturer	Trade Name and Model No.	Type	Capacity	Tub Material	Wringer	Finish	Crated Weight, Lb.	Retail Price
Cinderella Washing Machine Company 4712 Chester Ave., Cleveland, O.	Cinderella Portable Electric Vacuum	Electric vacuum	6 men's shirts	Steel vitreous enamel		Green, blue, red, ivory enamel	22	37.50
Clarinda Mfg. Co. Clarinda, Iowa	Whirl-Vac—5	Vacuum agitator	6 sheets	Copper nickeled	Swinging reversible	Copper green trim	220	100.00
	Clarinda—3	Rotary reversing cylinder nickel zinc	6 sheets	Copper	Swinging reversible	Green	325	135.00
	Clarinda Wood Leg—1	Dolly	6 sheets	Wood	Swinging reversible	Natural and green	204	75.00
	Clarinda Steel Bench—2	Dolly	6 sheets	Wood	Swinging reversible	Natural and green	225	82.50
Coffield Washer Co. Dayton, Ohio	Quick Coffield	Agitator	8 lbs. dry	Copper	Swinging reversible	Copper and gray enamel	241	150.00
	Coffield Gyrator	Gyrator	8 lbs. dry		Coffield Gold Seal Swinging reversible (Lovell)	Gray enamel	241	119.50
	Coffield Pedestyle	Agitator pedestal base		White vitreous enamel	Automatic (Gold Seal)	Two-tone gray		Not given
Conlon Corporation 19th St. and 52nd Ave. Chicago, Ill. *Also available gasoline motor powered.	Conlon—99	*Agitator	7 lb. dry	Conaloy, steel armored	Swinging reversible	Green lacquer	200	99.00 East of Rockies
Cope Swift Co. 247 McDougall Ave. Detroit, Mich.	Safety Washer Dryer	Gyrator	7 lb. dry	Aluminum	None—centrifugal dryer	2 tone lacquer	180	165.00
Crystal Co. 247 McDougall Ave. Detroit, Mich.	New Day Crystal	Gyrator	8-lb. dry	Copper	Swinging reversible (Lovell)	Gray, duco or buff and brown	240	120.00
Dayton Washer Company Dayton, Ohio	Dumore	Gyrator	8 sheets	Copper	Swinging reversible (Lovell)	Lacquer	210	Model A 155.00
	Dumore	Gyrator	8 sheets	Copper	Swinging reversible (Lovell)	Lacquer	210	Model B 129.50
	Dumore	Gyrator	8 sheets	Copper	Swinging reversible (Lovell)	Lacquer	215	Model C 99.50
L. M. Decker Co. 4228 Florence Blvd. Omaha, Neb.	Decker	Aluminum agitator	6 sheets		Swinging reversible	Fall green	196	
		Dasher copper	6 sheets		Swinging reversible	Blue and white	185	145.00
		Dasher copper	6 sheets		Swinging reversible	Copper and green	172	81.00
		Dasher copper	6 sheets		Swinging reversible	Copper and green		110.00
Delite Mfg. Co. 120 Beach St. Bryan, Ohio	Delite—C-28	Bottom agitator	8 sheets	Copper nickeled	Swinging reversible	Lacquered apple green	200	85.00
Dexter Co. Fairfield, Iowa	Dexter Fastwin—80E	Twin submerged agitators	75 lbs. dry wt. per hour	Copper nickeled inside and out	Balloon	Nickel; green and scarlet duco	315	165.00
	Dexter Speedex—70E	Single tub	60 lbs. dry weight	Copper nickeled inside and out	Balloon	Nickel; green and scarlet duco	175	99.50
	20E	Double-Tub submerged agitator	65 lbs. dry weight	White cedar		Natural cedar	312	122.50
	OD	overhead dollies	26" roll	Manual control		clear lacquered Electric heated	45	49.50
Du-All Washing Machine Co. Chamber of Commerce Bldg Cincinnati, Ohio (See Adv. P. 154-155)	Du-All	Washer and dryer (Dryer centrifugal type)	6 sheets	Chromium plated tub				Less than 100.00
Easiest Way Mfg. Co. Sandusky, Ohio	Easiest Way—25	Oscillating tub	6 sheets	Copper tinned	Swinging reversible	Copper and gray enamel	280	125.00
	Easiest Way—20	Agitator	6 sheets	Copper tinned	Swinging reversible	Copper and gray enamel	220	110.00
	Easiest Way—11	Agitator	6 sheets	Wood	Swinging reversible	Natural and gray enamel	220	95.00
Eden Appliance Co. 225 W. 34th St. New York, N. Y.	Eden—DeLuxe	Rotating reversing cylinder nickel	8 sheets	Copper	Swinging reversible (Lovell rolls)	Gray lacquer	200	165.00
	Edenette—Portable With wringer 5.00 extra	Vacuum cup	7 shirts	Aluminex	None	Light gray	17	49.50
Federal Electric Co. 20 N. Wacker Dr. Chicago, Ill.	Federal Spinner Washer and dryer	Agitator	8 sheets	Vitreous enamel	Centrifugal	Cream, gray, green trim	242½	
	Fedelco	Agitator	6 sheets	Vitreous enamel	Swinging reversible	Cream, gray, green trim	220	
	Fedelco "Special"	Agitator	6 sheets	Vitreous enamel	Swinging reversible	Mottled tan and leaf green trimmings	215	
Fem Company Portland, Ore.	Fem—DeLuxe	Piston	6 sheets	Copper and brass nickeled	None	Brass and copper nickeled	21	65.00
	Fem—Round	Piston	10 sheets	None—uses round galvanized tub	None	Brass and copper nickeled	19	58.00
	Fem—Tray	Piston	15 sheets	None—uses tray 12x20 in.	None	Brass and copper nickeled	18	55.00
The Frederick Co. 100 W. Monroe Bldg. Chicago, Ill.	The Frederick (See Adv. P. 28)	Submerged agitator	50 lbs. dry per hour	Copper	Swinging reversible	Old ivory and green lacquer	238	115.00
Gainaday Electric Co. Pittsburgh, Pa.	Gainaday (See Adv. P. 24)	Agitator, no moving parts inside tub	10 lbs. dry	Copper nickel plated	Swinging reversible	White blue trim	230	129.50 West of Rockies 139.50
Galvin Electric Mfg. Co. 3314 S. Broadway	Galvin Midget Portable	Agitator	3 sheet	Copper	Demountable (Lovell)	Duco	75	66.00
General Utilities Mfg. Co. Detroit, Mich.	Sunnysuds— (See Adv. P. 158)	Agitator		Copper Octagon shape	Swinging reversible (Lovell)	Two-tone	150	
Gets Power Washer Co. Morton, Ill.	American Beauty Full Cabinet—Duplex-30	Submerged agitator aluminum	8 sheets	Copper nickeled	Swinging reversible (Lovell)	Enamel	245	155.00
	American Beauty—40	Submerged agitator aluminum	6 sheets	Copper nickeled	Swinging reversible (Lovell)	Enamel	200	99.50
	Flash—70	Submerged agitator	6 sheets	Copper nickeled	Swinging reversible (Lovell)	Enamel	200	89.50

Manufacturer	Trade Name and Model	Type	Capacity	Tub Material	Wringer	Finish	Created Weight, Lb.	Retail Price
Geyser Electric Co. 5701 N. Clark St. Chicago, Ill.	Geyser—5	Rotating zinc cylinder and submerged propeller	3 sheets	Galvanized steel	Hand stationary	Gray enamel	77 net	75.00
	Geyser—7-S	Rotating zinc cylinder and submerged propeller	6 sheets	Galvanized steel	Swinging reversible	Gray enamel	185 net	125.00
	Geyser—8-S	Rotating zinc cylinder and submerged propeller	6 sheets	Copper	Swinging reversible	Copper and gray enamel	185 net	145.00
	Geyser—9-S	Rotating zinc cylinder and submerged propeller	9 sheets	Galvanized steel	Swinging reversible	Gray enamel	195 net	155.00
	Geyser—10-S	Rotating zinc cylinder and submerged propeller	9 sheets	Copper	Swinging reversible	Copper and gray	195 net	175.00
Graybar Electric Co. Lexington Ave. and 43rd St., New York City (See Adv. P. 11)	Graybar—12	Submerged agitator aluminum, two speeds, motor pump	8 lbs., dry	Protected white porcelain	Swinging reversible	Two tone gray or black and white, nickel trim	250	165.00 East of Rockies 175.00 West
	Graybar—Whirlday, J	Agitator container	2 lbs., dry	Zinc coated steel Basket nickel plated copper	Spinner basket	Gray	55	64.50 East of Rockies 67.50 West
Grinnell Washing Machine Corp. Grinnell, Iowa	Laundry Queen	Submerged agitator	6 sheets	Copper	Swinging reversible (Lovell)	Nile green and apple green	193	
	Princess Washer	Submerged agitator		Copper	Swinging reversible (Lovell or Chamberlain)	Nile green and apple green	191	
Haag Brothers Co. Peoria, Ill.	Haag Twin—50-E	Overhead drive	6 sheets per tub	Wood tub	Swinging reversible	Natural	340½	117.00
	Haag Twin—50-P	Overhead drive	6 sheets per tub	Wood tub	Swinging reversible	Natural	306½	75.00
	Haag Vortex—55-E	Submerged agitator	6 sheets	Pressed aluminum	Swinging reversible	Green lacquer	188½	99.50
	Haag Vortex—65-E	Submerged agitator	8 sheets	Pressed aluminum	Swinging reversible	Green lacquer	220	129.50
	Haag Vortex—75-E	Submerged agitator	8 sheets	Pressed aluminum	Swinging reversible	Green lacquer	220½	160.00
	Haag Nuway—10-E	Floating agitator	6 sheets	Wood	Swinging reversible	Natural	245½	89.50
	Haag Nuway—10-P	Floating agitator	6 sheets	Wood	Swinging reversible	Natural	206½	53.50
	Haag Nuway—55-E	Floating agitator	6 sheets	Twin wood tubs	Swinging reversible	Natural	325½	117.00
	Haag Nuway—Twin 55P	Floating agitator	6 sheets per tub	Twin wood tubs	Swinging reversible	Natural	287½	75.00
Handi Appliance Corp. Buffalo, N. Y.	Handi-Washer—Electric Portable	Rotary reversing cylinder aluminum	8 mens' shirts	Aluminum	Hand wringer (Lovell)	Aluminum	33	\$54.00
Wallace B. Hart 8 E. 34th St. New York, N. Y.	Hart Arora—Medium	Vacuum cups	36 sheets per hour	None—Uses 2 stationary tubs	Detachable reversible	Gray enamel and natural wood	335	275.00
	Hart Arora—Large	Vacuum cups	42 sheets per hour	None—Uses 2 stationary tubs	Detachable reversible	Gray enamel and natural wood	375	325.00
Hirsch Company 259 S. First Ave. East Duluth, Minn. Also available gas engined. (Briggs Stratton)	Zenith—E, cabinet	Overhead agitator Soft rubber hands		Heavy drawn aluminum	Swinging reversible Split wringer	Spring green	200	170.00
Hoe Corp. Poughkeepsie, N. Y.	Merryway	Vacuum cups	Depending on tub used	None—Uses any tub	Swinging reversible (Lovell)	Lt. gray enamel	127	98.00
Horton Mfg. Co., Fort Wayne, Ind.	Horton—40-C	Vacuum cup	8 sheets	Copper	Swinging reversible (Lovell rolls)	Copper	302	140.00
	Horton—36-63	Submerged agitator, aluminum	6 sheets	Copper	Swinging reversible (Lovell rolls)	Brown and cream or green and cream	238	125.00
	Horton—36-73	Submerged agitator, aluminum	6 sheets	Porcelain enameled	Swinging reversible (Lovell rolls)	White and green or white and brown	254	140.00
	Emerald	Submerged agitator aluminum	6 sheets	Porcelain enameled	Swinging reversible (Lovell)	Green, two-tone	222	99.00
Hurley Machine Co. Electric Household Utilities Corp. Div. of 22nd St. and 54th Ave Chicago, Ill. (See Adv. P. 44-45)	Thor—1	Agitator	6 lbs. dry	Vitreous enamel	4 position swinging	Green lacquer	177	99.75
	Thor—1—Gas	Agitator	6 lbs. dry	Vitreous enamel	4 position swinging	Green lacquer	279	155.00
	Thor—8	Revolving, reversing aluminum cylinder	8 sheets	Copper, white, duco finish	8 position swinging wringer	Copper, white, duco finish	290	175.00
	Thor—28	Revolving, reversing Aluminum cylinder	12 sheets	Copper	Stationary reversible	Copper, East India buff finish	397	275.00
	Model "B" revolving reversing cylinder	1 Compartment	40 lbs. dry	Monel	Rolls		Net 700 lbs ship. wt. 850 lbs.	795.00 F.O.B. factory
Johnson Washer Co., The 40 and Adeline Sts. Oakland, Calif.	Johnson Multi-Speed	Submerged agitator aluminum 2-speed	6 sheets	Copper nickle steel jacket	Swinging reversible Cast Aluminum	Lacquer enamel	210	149.00 in Far West 119.00 in Far West
	Johnson Single-Speed	Submerged agitator, aluminum	6 sheets	Copper nickle steel jacket	Swinging reversible (Chamberlain)	Lacquer enamel	210	
Keystone Washing Machine Co., Inc. Shoemakersville, Pa.	Keystone	Submerged agitator aluminum	8 sheets	Copper nickle	Swinging reversible (Lovell)	Copper gray, blue or ivory lacquer	250	130.00
Klean Kwik Washer Corp. Cedar Falls, Iowa	Klean Kwik—50	Vacuum	6 sheets	Copper	Swinging reversible (Chamberlain all-metal)	Gray or green	183	79.50
Kohler Company Kohler, Wisconsin	Kohler of Kohler	Impeller	6 sheets	Iron, enameled	Swinging reversible (Lovell)	Enamel	375	160.00
Landers, Frary and Clark, 47 Center St., New Britain, Conn.	Universal—E-1940	Rotary reversing cylinder	8 sheets	Copper nickle	Swinging reversible	Blue enamel	325	149.50
	Roto-verso E-411	Rotary oscillating tub	7 lbs. dry	Copper nickle	Swinging reversible	Gray lacquer	235	155.00
	Universal Washer and Dryer—1750	Submerged agitator	7 lbs., dry	Copper nickle	Centrifugal, in separate cylinder	Blue lacquer	285	175.00
	Universal Apartment Model—1250	Submerged agitator	6 lbs., dry	Copper nickle	Swinging reversible	Blue lacquer	210	99.50
Maytag Company, Newton, Iowa	Maytag Aluminum Washer	Submerged agitator	50 lbs. dry per hour	Cast aluminum	Swinging reversible	Gray lacquer	231	Not given

Washers—Continued

Appliance

Manufacturer	Trade Name and Model	Type	Capacity	Tub Material	Wringer	Finish	Crated Weight, Lb.	Retail Price
Meadows Mfg. Co., Bloomington, Ill.	Meadows—H	Submerged agitator bakelite vane	8 lbs. dry	Copper with steel jacket	Swinging reversible	Gray enamel	230	155.00
	Model V	Submerged impeller bakelite vane	8 lbs. dry	Enamel	Swinging reversible	Blue enamel		165.00
	Model X	Submerged impeller bakelite vane	8 lbs. dry	Enamel	Swinging reversible	Brown enamel		
Minier Mfg. Co. Peoria, Ill.	Block	Submerged agitator	6 sheets	Cast aluminum	Improved model, balloon roll	Lacquer, green	212	
Modern Laundry Machine Co., 4136 Fullerton Ave. Chicago, Ill.	Mola—101	Agitator aluminum	10 lbs. dry	Copper	Swinging reversible	Copper nickel trim	210	99.50
National Motor Co., Springfield, Ohio	National—25	Dolly aluminum	6 sheets	Wood	Swinging reversible (Lovell)	Natural	200	75.00
	National—30	Floating agitator	6 sheets	Copper nicked	Swinging reversible (Lovell)	Copper and green lacquer	195	85.00
	National—35	Agitator		Copper nicked	Swinging reversible (Lovell)	Lavender lacquer	215	115.00
National Sales & Mfg. Co., Des Moines, Iowa	Eveready Sta-Hot	Disc	8 sheets	Copper	Four coil springs, balloon rolls	Copper and gray enamel	225	
National Sewing Machine Co., Belvidere, Ill.	Electric Home—34 with extensions	Floating agitator	6 sheets	Wood	Swinging reversible (Lovell)	Natural and aluminum paint	309	Not given
	Electric Home—42 with extensions	Floating agitator	6 sheets	Copper tinned	Swinging reversible (Lovell)	Copper and aluminum paint	297	Not given
	Electric Home—44 Stave Leg	Floating agitator	6 sheets	Wood	Swinging reversible (Lovell)	Natural	253	Not given
Nineteen Hundred Corp. Binghamton, N. Y.	De Luxe	Submerged single vane circular	8 lbs., dry	Nickel copper steel	Swinging reversible (Lovell Rolls)	Nickel and brown (two-tone)	224	160.00
	"1900" Whirlpool Imperial	Submerged single vane circular	8 lbs., dry	Nickel copper duco	Swinging reversible (Lovell Rolls)	Light green and nickel	211	127.50
	"1900" Whirlpool Standard	Submerged single vane circular	8 lbs., dry	Polished and lacquered nickel copper	Swinging reversible (Lovell Rolls)	Nickel-copper	208	99.50
	"1900" Whirlpool	Submerged single vane circular	8 lbs., dry			Two-tone green		
One Minute Mfg. Co., Newton, Iowa (See Adv. P. 41)	One Minute—60	Turbinator	6 sheets	Copper	Swinging reversible	Enamel Vitreous enamel		Less than 100.00
	One Minute—29	Gyrator	6 sheets		Swinging reversible			129.00
	One Minute—99	Gyrator	6 sheets					99.50
Pine Ihrig Machine Co., Oshkosh, Wis.	Ihrig Cabinet	Vacuum cups	6 sheets	Copper	Swinging reversible (Lovell)	White and gray enamel	300	90.00
	Lester Cabinet	Agitator	6 sheets	Aluminum	Swinging reversible (Lovell)	White and gray	250	125.00
	Wisconsin Washer	Agitator	6 sheets	Aluminum	Swinging reversible (Lovell)	Gray and green	200	135.00
Wells H. Press Co. Streator, Ill. *Also available gas-engined.	New Press—26	Gyrator	60 lbs., per hour	Copper	Swinging reversible (Lovell)	Duco colors or copper	195	
Prima Mfg. Co., Sidney, Ohio General Sales Office 1612 Market St., Philadelphia, Pa.	Prima agitator—K	Submerged agitator	8 sheets	Porcelain	Swinging reversible (Nevercrush)	White enamel Green trim	251	100.00
	Prima Junior	Submerged agitator	8 sheets	Porcelain	Swinging reversible	White enamel, Green trim	251	89.50
Richmond Cedar Works, Richmond, Va.	Majestic	Dolly aluminum		White cedar	Swinging reversible	Natural	200	Less than \$100.00
Savage Arms Corp., Utica, N. Y.	Savage	Spinner basket	10½ lbs. dry	Copper or nickel	None—centrifugal dryer	Copper, aluminum enamel top or nickel	196	Not given
	Savage	Spinner basket	10½ lbs. dry	Galvanized iron dryer	None—centrifugal	aluminum enamel top	196	Not given
Sunny Day Klothes Kleener Corp., 3609 Gratiot Ave. Detroit, Mich.	Sunny Day Klothes Kleener	Agitator	50 lbs. dry	Nickel copper	Swinging reversible	Robin egg blue duco	226	99.50
Suttle Equipment Co., 400 N. Michigan Ave. Chicago, Ill.	Suttle Electric Clothes Washer	Portable		Aluminum				20.00
(See Adv. P. 171)								
Swanson Wash. Machine Mfg. Co., 7406 S. Ashland Ave. Chicago, Ill.	Swan—27	Oscillating tub		Copper	Swinging reversible	Pearl lacquer	290	160.00
	Swan Gyrator	Submerged propeller agitator aluminum		Nickel copper	Swinging reversible	Lt. green	197	100.00
Syracuse Washing Machine Corp., Syracuse, N. Y.	Easy U	Vacuum cup	6 double sheets	Nickel copper	None—Centrifugal dryer in separate tank	Copper and black enamel with white Duco outside steel jacket	230	155.00
	Easy D	Agitator	6 double sheets	Nickel copper	None—Centrifugal dryer in separate tank	Copper and black enamel with white Duco outside steel jacket	215	155.00
	Easy F	Agitator	6 double sheets	Nickel copper	Swinging reversible	Copper and black enamel with white Duco outside steel jacket	200	99.50
	Easy W	Vacuum cup	6 double sheets	Nickel copper	Swinging reversible	Copper and black enamel with white Duco outside steel jacket	210	109.50
Triplex Washing Machine Corp., 2403-2421 N. Oakley Ave., Chicago, Ill.	Triplex—D	Submerged agitator aluminum	7½ lbs. dry	Nickel copper	None—centrifugal dryer in separate tank	White porcelain and nickel	250	175.00
Trojan Manufacturing Co., Erie, Pa.	Trojan	Rotating vacuum cups	6 sheets	Copper tinned	Swinging reversible	French gray enamel and copper	294	160.00

Manufacturer	Trade Name and Model	Type	Capacity	Tub Material	Wringer	Finish	Crated Weight, Lb.	Retail Price
United Engine Co. Lansing, Mich.	United—13	Dolly	6 sheets	Wood	Swinging reversible	Natural		
	United—12	Dolly	6 sheets each	2 tubs wood	Swinging reversible	Natural		
	United Supreme	Agitator	6 sheets each	Copper	Swinging reversible	Copper		
Upton Machine Co. St. Joseph, Mich.	Upton—38	Submerged agitator aluminum	6 sheets	Nickel copper	Swinging reversible (Lovell)	Copper, jade green	255	100.00
Vac-A-Tap Co. Holland, Mich.	Vac-A-Tap	Submerged impeller	8 lbs. dry	Aluminum	Swinging reversible (Lovell)	Green lacquer	185	
Voss Bros. Mfg. Co. Davenport, Iowa	Voss Floto-Plane E-50	Floating aluminum agitator	6 sheets	Copper	Swinging reversible (Lovell Rolls)	Copper and light green	220	89.00
	Voss Vanity	Floating plane agitator	6 sheets	Copper	Swinging reversible (Lovell Rolls)	Light green	210	150.00
Vulcan Mfg. Co. 1511 Cypress St. Kansas City, Mo. (See Adv. P. 151)	Faultless K	Agitator	5 sheets	Copper, outer tub steel	Swinging reversible	DuPont duco	180	*99.75
	Faultless F	Agitator	6 sheets	Cast aluminum	Swinging reversible	Tan and green	190	160.00
	*With ironer attachment \$149.50							
Whirlidry Corp., The New Haven, Conn. (See Adv. P. 182)	Whirlidry—J	Oscillating basket	2½ lbs. a load	Galvanized metal	Centrifugal, copper nickel	Colored Valspar	55	
Williams, White & Co. Moline, Ill.	Yandell—A	Compression agitator	6 sheets	Stainless steel	Pneumatic dryer	Lacquer	200	165.00
	W—W	Agitator	6 sheets	Nickel copper	Pneumatic dryer	Lacquer	180	139.50
H. E. Williamson Co. 5811 So. Riverside Dr. Los Angeles, Cal.	California Maid	Revolving cylinder	6 sheets	Galvanized and copper	Swinging reversible	Gray	190	85.00
	Electray	Tray, vac. op	4 sheets	Fits any wash tray	Swinging reversible	Gray	140	90.00
Woodrow Washing Machine Co. Pella, Iowa	Woodrow—2	Floating disc	5 sheets	Wood	Swinging reversible	Natural	235	107.50
	Woodrow—8	Floating disc	6 sheets	Copper	Swinging reversible	Copper	234	120.00
	Woodrow—6	Floating disc	5 sheets each	Two tubs, wood	Swinging reversible	Natural	336	137.50
	Woodrow—12	Floating disc	6 sheets each	Two tubs, copper	Swinging reversible	Copper	337	165.00
	Woodrow—20	Vertical rotary oscillating tub	5 sheets	Copper	Swinging reversible	Aluminum bronze	252	155.00
	Woodrow—30	Agitator	Standard	Metal	Swinging reversible (Lovell and Chamberlain wringers)		175	Less than 100.00

Water Coolers

Manufacturer	Model and Trade Mark	Control and Refrigerant	Compressor Motor and Drive	Type of Connection	Dimensions Outside Inches	Ice Trays, Cubes	Finish Outside	Shipping Weight, Pounds	Retail Price
Copeland Refrig. Co. 480 Lexington Ave., New York City	10 Q-252	Thermostat Iso Butane	1-Cylinder ¼ H.P.		16" x 16" x 28" 23½x26 x17		Sage Green		
	15 15-H	Thermostat Iso Butane	2-Cylinder ¼ H.P.		19 x19 x30 23½x26 x17 44 x19 x19				
	25 25-R516	Thermostat Iso Butane	2-Cylinder ½ H.P.		23½x26 x18 56 x22 x22 24½x39 ¼x22½				
	50 50-WA	Thermostat Iso Butane	2-Cylinder 2 H.P.		56 x28 x28 27½x38 ½x17½				
	100 100x1200	Thermostat Iso Butane	2-Cylinder 1 H.P.						
Frigidaire Corp. Dayton, Ohio	61-D	Sulphur dioxide	1-Cylinder ½ H.P.—V-Belt	Pressure (without beverage compartment)	17½x24¼x44¼		Porcelain on cast iron top, drip basin and upper front steel panel. Side panels Duco on steel	360	
	65-D	Sulphur dioxide	1-Cylinder ½ H.P.—V-Belt	Bottle (without beverage compartment)	17½x22¼x47½ (less bottle)			365	
	71-D	Sulphur dioxide	1-Cylinder ½ H.P.—V-Belt	Pressure (with beverage compartment)	17½x24¼x44¼			387	
	75-D	Sulphur dioxide	1-Cylinder ½ H.P.—V-Belt	Bottle (with beverage compartment)	17½x22¼x47½ (less bottle)			392	
	20-D	Sulphur dioxide	1-Cylinder ¼ H.P.	Pressure	18½x15¼x41½		Porcelain on cast iron top. Duco on steel panels.	450	
	30-D	Sulphur dioxide	2-Cylinder ½ H.P.	Pressure	35½x18½x38½			673	
	40-D	Sulphur dioxide	2-Cylinder ½ H.P.	Pressure	35½x18½x38½			780	
General Electric Co. Hanna Bldg. Cleveland, Ohio.	DB-1	Sulphur dioxide	1-Cylinder Belt	Bottle type	18½x23¼x59½		Porcelain	225	
Iceberg Mfg. Co. Gardner, Mass.	Ice-Berg 100-A	Thermostat Methyl Chloride	1-Cylinder Belt	Bottle type with ice cubes and beverage compartments	16 x16 x45½	2-24	Steel brown mahogany	240	\$225.00
	Ice-Berg 100-B	Thermostat Methyl Chloride	1-Cylinder Belt	Bottle type	16 x16 x45½	None		240	175.00
	Ice-Berg 100-C	Thermostat Methyl Chloride	1-Cylinder Belt	City water type with ice cubes and beverage comp.	16 x16 x45½	2-24		240	245.00
	Ice-Berg 100-D	Thermostat Methyl Chloride	1-Cylinder Belt	City water type	16 x16 x45½	None		240	200.00
	Ice-Berg 100-E	Thermostat Methyl Chloride	1-Cylinder Belt	City water fountain type	16 x16 x45½	None		240	210.00
Kelvinator Corp. Detroit, Mich.	1	Thermostat Sulphur Dioxide		Bottle type	23" x 16½" x 42½"		Sage green Crystal	202	
	10	Thermostat Sulphur Dioxide		Storage type Bottle water cooler	23" x 21½" x 60½"		Sage green Crystal	202	
	20	Thermostat Sulphur Dioxide		Pressure type	23" x 16½" x 39"		Sage green Crystal	200	
	30	Thermostat Sulphur Dioxide		Storage type Pressure	23" x 16½" x 43½"		Sage green Crystal	200	
	(See Adv. P. 160-161)								
Servel Sales, Inc. Evansville, Ind.	WB-2	Thermostat Methyl Chloride	1-Cylinder	Bottle (with or without beverage compartment)	21½x21½x45 add 15" to height for bottle		White and green mahogany		
	WC-2	Thermostat Methyl Chloride	1—6 H.P.—Belt	Pressure (with or without beverage compartment)			White and green mahogany		
	WD-2	Thermostat Methyl Chloride	1—6 H.P.—Belt	Pressure (with or without beverage compartment)			White and green mahogany		
		Thermostat Methyl Chloride	1—6 H.P.—Belt	Pressure (with or without beverage compartment)			White and green mahogany		

Water Heaters

Appliance

Manufacturer	Trade Name and Model	Type	Capacity of Tank	Wattage	Control	Finish	Shipping Weight Lbs.	Retail Price
Automatic Electric Heater Co. 1706 Race St. Philadelphia, Pa.	S-510-A	Storage	5 gal.	1,000	Vapor tension thermostat	Gray enamel	125	\$75.00
	1015-A	Storage	10 gal.	1,500	Vapor tension thermostat	Gray and green enamel	225	107.50
	S-1015-A	Storage	10 gal.	1,500	Vapor tension thermostat	Gray enamel	225	95.00
	1030-A	Storage	10 gal.	3,000	Vapor tension thermostat	Gray and green enamel	225	107.50
	S-1030-A	Storage	10 gal.	3,000	Vapor tension thermostat	Gray enamel	225	95.00
	1830-A	Storage	18 gal.	3,000	Vapor tension thermostat	Gray and green enamel	325	120.00
	S-1830-A	Storage	18 gal.	3,000	Vapor tension thermostat	Gray enamel	325	107.50
	1845-A	Storage	18 gal.	4,500	Vapor tension thermostat	Gray and green enamel	325	122.50
	S-1845-A	Storage	18 gal.	4,500	Vapor tension thermostat	Gray enamel	325	110.00
	3085-A	Storage	30 gal.	1,300	Vapor tension thermostat	Gray and green enamel	425	135.00
	S-3085-A	Storage	30 gal.	1,300	Vapor tension thermostat	Gray enamel	425	122.50
	3015-A	Storage	30 gal.	1,500	Vapor tension thermostat	Gray and green enamel	425	135.00
	S-3015-A	Storage	30 gal.	1,500	Vapor tension thermostat	Gray enamel	425	122.50
	3020-A	Storage	30 gal.	2,000	Vapor tension thermostat	Gray and green enamel	425	137.50
	S-3020-A	Storage	30 gal.	2,000	Vapor tension thermostat	Gray enamel	425	125.00
	3030-A	Storage	30 gal.	3,000	Vapor tension thermostat	Gray and green enamel	425	137.50
	S-3030-A	Storage	30 gal.	3,000	Vapor tension thermostat	Gray enamel	425	125.00
	5085-A	Storage	50 gal.	1,300	Vapor tension thermostat	Gray and green enamel	500	150.00
	S-5085-A	Storage	50 gal.	1,300	Vapor tension thermostat	Gray enamel	500	137.50
	5030-A	Storage	50 gal.	3,000	Vapor tension thermostat	Gray and green enamel	500	152.50
	S-5030-A	Storage	50 gal.	3,000	Vapor tension thermostat	Gray enamel	500	140.00
	10040-A	Storage	100 gal.	4,000	Vapor tension thermostat	Gray and green enamel	950	210.00
	S-10040-A	Storage	100 gal.	4,000	Vapor tension thermostat	Gray enamel	950	197.50
	20090-A	Storage	200 gal.	9,000	Vapor tension thermostat	Gray and green enamel	270	145.00
Chicago Automatic Elec. Boiler Co. Chicago, Ill.	700	Storage (Cabinet type)	18 gal.	1,500	Vapor tension thermostat	Gray and green enamel	67	Iron 52.50
	430	Circulation	30-40 gal.	3,000	Vapor tension thermostat	Gray and green enamel	67	Brass 64.50
	3440	Circulation	30-40 gal.	4,000	Vapor tension thermostat	Gray and green enamel	67	Iron 55.00 Brass 67.50
Chicago Automatic Elec. Boiler Co. Chicago, Ill.	Chicago D-3	Circulation, Electrode unit	Side arm only		Automatic surge	Gray enamel	50	80.00
	Automatic D-5					Gray enamel	50	85.00
Clark Electric Water Heater Division of McGraw Electric Co., Omaha, Neb.	Clark	Storage	3 gal.	2,000	Automatic	Asbestos	70	72.00
	Clark	Storage	5 gal.	3,000	Automatic	Asbestos	85	82.00
	Clark	Storage	10 gal.	1-2-3 K.W.	Automatic	Asbestos	140	111.00
	Clark	Storage	10 gal.	5,000	Automatic	Asbestos	140	112.00
	Clark	Storage	15 gal.	5,000	Automatic	Asbestos	190	120.00
	Clark	Storage	15 gal.	1-2-3 K.W.	Automatic	Asbestos	190	117.00
	Clark	Storage	20 gal.	5,000	Automatic	Asbestos	230	131.00
	Clark	Storage	30 gal.	2 K.W.	Automatic	Steel shell	320	131.00
	Clark	Storage	30 gal.	3 K.W.	Automatic	Steel shell	320	136.00
	Clark	Storage	30 gal.	5,000	Automatic	Steel	320	141.00
	Clark	Storage	50 gal.	2 K.W.	Automatic	Steel shell	500	159.00
	Clark	Storage	50 gal.	3 K.W.	Automatic	Steel shell	500	162.00
	Clark	Storage	50 gal.	5,000	Automatic	Asbestos	500	165.00
	Clark	Storage	20 gal.	3,000	Automatic	Steel shell	230	128.00
	Clark	Storage	30 gal.	1,000	Automatic	Steel shell	320	131.00
	Clark	Storage	50 gal.	1,000	Automatic	Steel shell	500	156.00
	Clark	Storage	75 gal.	1,000	Automatic	Steel shell	720	177.00
	Clark	Storage	75 gal.	5 K.W.	Automatic	Steel shell	720	180.00
	Clark	Storage	100 gal.	2 K.W.	Automatic	Steel shell	900	192.00
	Clark	Storage	100 gal.	3 K.W.	Automatic	Steel shell	900	195.00
	Clark	Storage	100 gal.	5 K.W.	Automatic	Steel shell	900	198.00
(Resistance material; Chromel A, Nichrome IV)								
Cook Elec. Heating Co. 717 Frankfort Ave. Cleveland, Ohio	Cook	Storage	10 gal.		1-heat switch, time \$25 extra	Gray enamel and aluminum		85.00
	Cook	Storage	20 gal.		1-heat switch, time \$25 extra	Gray enamel and aluminum		125.00
	Cook	Storage	30 gal.		1-heat switch, time \$25 extra	Gray enamel and aluminum		165.00
	Cook	Storage	2 gal.		1-heat switch, time \$25 extra	Gray enamel and aluminum		65.00
	Cook	Storage	1 qt.		1-heat switch, time \$25 extra	Gray enamel and aluminum		25.00
Duraelectric Corp. Pittsburgh, Pa.	Duraelectric	Circulation	Side arm only	750	3-heat switch \$3 extra	Aluminum	16 net	26.50
	Duraelectric	Circulation	Side arm only	1,000	3-heat switch \$3 extra	Aluminum	16 net	27.00
	Duraelectric	Circulation	Side arm only	1,500	3-heat switch \$3 extra	Aluminum	16 net	30.00
	Duraelectric	Circulation	Side arm only	2,000	3-heat switch \$3 extra	Aluminum	25 net	38.50
	Duraelectric	Circulation	Side arm only	2,500	3-heat switch \$3 extra	Aluminum	25 net	40.00
	Duraelectric	Circulation	Side arm only	3,000	3-heat switch \$3 extra	Aluminum	25 net	42.50
Edison Electric Appliance Co. 5600 W. Taylor St. Chicago, Ill.	Hotpoint—W-28	Storage internal Direct circulation	10 gal.	1,000, 2,000 3,000 or 5,000	Automatic temperature	White lacquer enamel	200	101.00-110.00
	Hotpoint—W-29	Storage internal Direct circulation	18 gal.	1,000, 2,000 3,000 or 5,000	Automatic temperature	White lacquer enamel	250	115.00-124.00
	Hotpoint—W-30	Storage internal Direct circulation	30 gal.	1,000, 2,000 3,000 or 5,000	Automatic temperature	White lacquer enamel	310	124.00-138.00
	Hotpoint—W-52	Storage internal Direct circulation	52 gal.	1,000, 2,000 3,000 or 5,000	Automatic temperature	Gray enamel insulated	485	159.00-168.00
	Hotpoint—W-39	Storage	30 gal.	500 to 1,500	Automatic temperature	White lacquer insulated	300	95.00
	Hotpoint—2 unit W39	12 gals. above top. Unit storage	30 gal. 30 gal.	500-1500 watts, bot. unit 1000-1500 watts, top unit	Automatic temperature by 2 thermostats	White	300	123.90

Manufacturer	Trade Name and Model	Type	Capacity of Tank	Wattage	Control	Finish	Shipping Weight Lbs.	Retail Price
Edison Electric Appliance Co. —Continued	Hotpoint—W-55	Storage	52 gal.	1,000 to 2,000	Automatic temperature	White lacquer insulated	375	\$114.00
	Hotpoint—2 unit W55	12 gals. above top Unit storage	52 gal.	500-2000 watts—bot. unit 2,000 to 3,000	Automatic temperature by 2 thermostats	White	375	142.50
	Hotpoint—W-38	Storage	100 gal.	2,000 to 3,000	Automatic temperature	Gray enamel insulated	500	180.00-183.00
	Hotpoint 2 unit W38	15 gals. above top Unit storage	100 gal.	2 K.W. to 3 K.W. bot. unit 2 K.W. to 3 K.W. top unit	Automatic temperature by 2 thermostats	Gray	500	211.30-217.30
Electric Heater Corp., Bridgeport, Conn.	Instantaneous single Faucet models	Instantaneous faucet	No tank, 45 to 117 gal. per hr., 125° according to model	4,400 to 16,500	Faucet control	Nickel	22	50.00
	Instantaneous—4 faucet models	Instantaneous	No tank, 45 to 117 gal. per hr., 125° according to model	4,400 to 16,500	Automatic	Gray	65	150.00
	Instantaneous—Large home models	Instantaneous	No tank, 75 to 155 gal. per hr., 125° according to model	11,000 to 22,000	Automatic	Gray	85	25.00
Electric Heating & Mfg. Co. 6 Ave. N. at Harrison Seattle, Wash.	Coppersert—C-6	Storage insert	Heater only	600	None		9	18.00
	Coppersert—C-7	Storage insert	Heater only	750	None		9	20.00
	Coppersert—C-10	Storage insert	Heater only	1,000	None		9	22.00
	Coppersert—C-15	Storage insert	Heater only	1,500	None		9	24.00
	Coppersert—C-20	Storage insert	Heater only	2,000	None		9	25.00
	Coppersert—C-25	Storage insert	Heater only	2,000	None		2500	28.00
	Coppersert—C-30	Storage insert	Heater only	2,000	None		3000	30.00
	6W21	Circulation		600				Non-Auto 13.00-28.00
	7W21	Circulation		750				Auto 20.00
	10W21	Circulation		1000				13.50-28.05
	12W21	Circulation		1250				15.00-30.00
	15W21	Circulation		1500				20.50-35.50
	20W21	Circulation		2000				22.50-37.50
	25W22	Circulation		2500-3000				25.00-40.00
	35W22	Circulation		3500				27.00-42.00
	40W22	Circulation		4000				27.00-42.00
	45W22	Circulation		4500				35.00-50.00
	50W22	Circulation		5000				40.00-60.00
Everhot Electric & Mfg. Co. 116 Llewellyn St. Los Angeles, Cal.	Everhot—B	Storage insert	Heater only	750 or 1,000	Auto. temp. \$21 extra			20.00, 1,000 watts 21.00
	Everhot—B	Storage insert	Heater only	1,500 or 2,000	Auto. temp. \$21 extra			22.00, 2,000 watts 23.00
	Everhot—B	Storage insert	Heater only	3,000 or 4,000	Auto. temp. \$19 and \$20 extra			27.00, 4,000 watts 30.00
	Everhot—B	Storage insert	Heater only	5,000 or 6,000	Auto. temp. \$18 extra			34.00, 6,000 watts 40.00
	Everhot—I	Circulation	Side arm only	1,500 or 2,000	Semi auto. temp. full auto. \$5 extra	Insulated		43.00, 2,000 watts 44.00
	Everhot—I	Circulation	Side arm only	3,000 or 4,000	Semi auto. temp. full auto. \$5 extra	Insulated		46.00, 4,000 watts 50.00
	Everhot—I	Circulation	Side arm only	5,000 or 6,000	Semi auto. temp. full auto. \$5 extra	Insulated		52.00, 6,000 watts 57.00
	Everhot—M	Circulation	24 or 30 gal.	3,000	Semi auto. temp. full auto. \$5 extra	Insulated		110.00; 30 gal. 112.00
	Everhot—M	Circulation	24 or 30 gal.	4,000	Semi auto. temp. full auto. \$5 extra	Insulated	240, 270	114.00; 20 gal. 116.00
	Everhot—M	Circulation	24 or 30 gal.	5,000	Semi auto. temp. full auto. \$5 extra	Insulated	240, 270	117.00; 30 gal. 118.00
	Everhot—M	Circulation	40 or 52 gal.	3,000	Semi auto. temp. full auto. \$5 extra	Insulated	315, 390	125.00; 52 gal. 142.00
	Everhot—M	Circulation	40 or 52 gal.	4,000 (220 v.)	Semi auto. temp. full auto. \$5 extra	Insulated	315, 390	129.00; 52 gal. 146.00
	Everhot—M	Circulation	40 or 52 gal.	5,000 (220 v.)	Semi auto. temp. full auto. \$5 extra	Insulated	315, 390	131.00; 52 gal. 148.00
	Everhot—L	Storage	5 or 10 gal.	650	Automatic temperature	Insulated	90, 110	70.00; 10 gal. 80.00
	Everhot—L	Storage	5 or 10 gal.	1,000	Automatic temperature	Insulated	90, 110	72.00; 10 gal. 82.00
	Everhot—L	Storage	5 or 10 gal.	1,500	Automatic temperature	Insulated	90, 110	75.00; 10 gal. 85.00
	Everhot—L	Storage	5 or 10 gal.	2,000	Automatic temperature	Insulated	90, 110	77.00; 10 gal. 87.00
	Everhot—L	Storage	5 or 10 gal.	3,000	Automatic temperature	Insulated	90, 110	82.00; 10 gal. 92.00
	Everhot—L	Storage	18 gal.	650	Automatic temperature	Insulated	210	105.00
	Everhot—L	Storage	18, 24 or 30 gal.	1,000	Automatic temperature \$3 extra	Insulated	210, 240, 270	108.00, 24 gal. 114.00 30 gal. 116.00
	Everhot—L	Storage	18, 24, 30 or 40 gal.	2,000	Automatic temperature	Insulated	210, 240, 270	113.00, 24 gal. 119.00 30 gal. 121.00, 40 gal. 131.00
	Everhot—L	Storage	18, 24 or 30 gal.	3,000	Automatic temperature	Insulated	210, 240, 270	118.00, 24 gal. 124.00 30 gal. 126.00
	Everhot—L	Storage	40, 52 or 66 gal.	3,000	Automatic temperature	Insulated	210, 240, 270	136.00, 52 gal. 156.00 66 gal. 186.00
	Everhot—L	Storage	18, 24, 30, 40 or 52 or 66 gal.	4,000 (220 v.)	Automatic temperature	Insulated	210, 240, 270	122.00, 24 gal. 128.00 30 gal. 130.00, 40 gal. 140.00 56 gal. 160.00, 66 gal. 190.00
	Everhot—L	Storage	18, 24, 30, 40, 52 or 66 gal.	5,000 (220 v.)	Automatic temperature	Insulated	210, 240, 270	123.00, 24 gal. 130.00 30 gal. 132.00, 40 gal. 152.00 52 gal. 162.00, 66 gal. 190.00
	Everhot—L	Storage	52 or 66 gal.	6,000 (220 v.)	Automatic temperature	Insulated	210, 240, 270	167.00, 66 gal. 197.00
	Everhot—K	Circulation	24 or 30 gal.	2,000	Semi auto. temp. full auto. \$5 extra	Insulated	300, 325	24 gal. 125.00, 30 gal. 130.00
	Everhot—K	Circulation	24, 30, 40 or 52 gal.	3,000	Semi auto. temp. full auto. \$5 extra	Insulated	300, 335, 405	24 gal. 127.00, 30 gal. 132.00 40 gal. 147.00, 52 gal. 167.00
	Everhot—K	Circulation	24, 30, 40, 52 or 66 gal.	4,000 (220 v.)	Semi auto. temp. full auto. \$5 extra	Insulated	300, 335, 405	24 gal. 131.00, 30 gal. 136.00 40 gal. 151.00, 52 gal. 171.00 66 gal. 196.00
	Everhot—K	Circulation	24, 30, 40, 52 or 66 gal.	5,000 (220 v.)	Semi auto. temp. full auto. \$5 extra	Insulated	300, 335, 405	24 gal. 133.00, 30 gal. 138.00 40 gal. 153.00, 52 gal. 173.00 66 gal. 198.00
	Everhot—K	Circulation	52, 40 or 66 gal.	6,000 (220 v.)	Semi auto. temp. full auto. \$5 extra	Insulated	460, 540	158.00, 52 gal. 178.00 66 gal. 203.00

(Resistance Material: Chromel A, Nichrome IV)

Water Heaters, Continued

Appliance

Manufacturer	Trade Name and Model	Type	Capacity of Tank	Wattage	Control	Finish	Shipping Weight Lbs.	Retail Price
Fort Wayne Engineering & Manufacturing Co., Fort Wayne, Ind.	Paul, A	Storage	18 gal.	3,000	Thermostat	Lacquer	230	\$130
(Resistance material: Chromel A)								
Gas and Electric Heater Co., LaPorte, Ind.	Invincible—20	Storage	20 gal.	3,000	Automatic temperature	Green	175	117.50
	Invincible—35	Storage	35 gal.	3,000	Automatic temperature	Green	250	140.00
	Invincible—50	Storage	50 gal.	3,000	Automatic temperature	Green	370	225.00
	Gem—15	Storage	15 gal.	3,000, 4,000	None	Green	100	57.50
	Gem—20	Storage	20 gal.	3,000, 4,000	None	Green	115	70.00
	Red Arrow	Tank	None	Up to 5,000	None	Galvanized	60	40.00
Hall Elec. Heating Co., Inc., 1429 Walnut St., Phila., Pa.	Hallmark W55	Storage	52-80 gallons	1100-1500	Automatic	Gray enamel, Jade, Green Trim Insulated	375	Not given
	Hallmark W38	Storage	100-170 gallons	2000-3000	Automatic	Gray enamel, jade, Green trim insulated	500	Not given
	Hallmark W39	Storage	30-45 gallons	1000 or less	Automatic	Gray enamel, jade, Green trim insulated	300	Not given
Hynes & Cox Elec. Corp. 406 N. Pearl St. Albany, N. Y.	Red Crown—A-10	Storage	5 gal.	1,000		Gray enamel insulated	108	75.00
	Red Crown—D-10	Storage	15 gal.	1,000		Gray enamel insulated	232	127.50
	Red Crown	Storage	15 gal.	2,000	Automatic temperature	Gray enamel insulated	232	137.50
	Duo-stat—B-2010	Storage	30 gal.	1,000	Automatic temperature	Gray enamel insulated	368	188.00
	Red Crown	Storage	30 gal.	2,000	Automatic temperature	Gray enamel insulated	368	188.00
	Duo-stat—B-2010	Storage	30 gal.	1,500	Automatic temperature	Gray enamel insulated	368	188.00
	Red Crown	Storage	30 gal.	3,000	Automatic temperature	Gray enamel insulated	368	203.00
	Duo-stat—B-3015	Storage	30 gal.	4,000	Automatic temperature	Gray enamel insulated	368	203.00
	Red Crown	Storage	60 gal.	4,000	Automatic temperature	Gray enamel insulated	618	253.00
	Duo-stat—C-3015	Storage	60 gal.	1,000	Automatic temperature	Gray enamel insulated	618	238.00
	Red Crown	Storage	60 gal.	1,500	Automatic temperature	Gray enamel insulated	618	238.00
	Duo-stat—C-1050	Storage	60 gal.	2,000	Automatic temperature	Gray enamel insulated	618	238.00
	Red Crown	Storage	60 gal.	3,000	Automatic temperature	Gray enamel insulated	618	253.00
A. J. Lindemann & Hoverson Co. Milwaukee, Wis.	L & H Electric—1102	Circulation	Side arm only	2,000	Automatic temperature	Gray lacquer	25	48.00
	L & H Electric—1103	Circulation	Side arm only	3,000	Automatic temperature	Gray lacquer	25	51.00
	L & H Electric—1122	Circulation	Side arm only	2,000	Automatic temperature	Gray lacquer	25	48.00
	L & H Electric—1123	Circulation	Side arm only	3,000	Automatic temperature	Gray lacquer	25	51.00
	L & H Electric—1125	Circulation	Side arm only	5,000	Automatic temperature	Gray lacquer	25	63.00
	L & H Electric—1002	Circulation	Side arm only	2,000	Non-automatic	Gray lacquer	25	33.00
	L & H Electric—1003	Circulation	Side arm only	3,000	Non-automatic	Gray lacquer	25	36.00
	L & H Electric—1022	Circulation	Side arm only	2,000	Non-automatic	Gray lacquer	25	33.00
	L & H Electric—1023	Circulation	Side arm only	3,000	Non-automatic	Gray lacquer	25	36.00
	L & H Electric—1025	Circulation	Side arm only	5,000	Non-automatic	Gray lacquer	25	40.00
	L & H Electric—1007	Storage insert	Heater only	750 w.	Non-automatic	Gray lacquer	3	7.50
	L & H Electric—1011	Storage insert	Heater only	1,000	Non-automatic	Gray lacquer	3	8.00
	L & H Electric—1027	Storage insert	Heater only	750 w.	Non-automatic	Gray lacquer	3	7.50
	L & H Electric—1021	Storage insert	Heater only	1,000	Non-automatic	Gray lacquer	3	8.00
	L & H Electric—1210	Storage	10 gal.	750 to 5,000	Non-automatic	Nile green	158	96.00
	L & H Electric—1225	Storage	25 gal.	750 to 5,000	Non-automatic	Nile green	289	125.00
	L & H Electric—1253	Storage	53 gal.	750 to 5,000	Non-automatic	Nile green	445	195.00
(Resistance material: Chromel A)								
Majestic Electric, Inc. Appliance Co. 2401 Chestnut St. Philadelphia, Pa. and 590 Folsom St., San Francisco, Calif.	Majestic—1815	Storage continuous	18 gal.	1,500	Automatic temperature	White enamel	195	150.00
	Majestic—1830	Storage continuous	18 gal.	3,000	Automatic temperature	White enamel	195	150.00
	Majestic—2415	Storage continuous	24 gal.	1,500	Automatic temperature	White enamel	235	158.00
	Majestic—2430	Storage continuous	24 gal.	3,000	Automatic temperature	White enamel	235	158.00
	Majestic—3015	Storage continuous	30 gal.	1,500	Automatic temperature	White enamel	290	165.00
	Majestic—3030	Storage continuous	30 gal.	3,000	Automatic temperature	White enamel	290	165.00
	Majestic—4015	Storage continuous	40 gal.	1,500	Automatic temperature	White enamel	290	175.00
	Majestic—4030	Storage continuous	40 gal.	3,000	Automatic temperature	White enamel	290	175.00
	Majestic—1850	Storage intermittent	18 gal.	6,000	Automatic temperature	White enamel	195	150.00
	Majestic—2450	Storage intermittent	24 gal.	6,000	Automatic temperature	White enamel	235	158.00
	Majestic—3050	Storage intermittent	30 gal.	6,000	Automatic temperature	White enamel	290	165.00
	Majestic—4050	Storage intermittent	40 gal.	6,000	Automatic temperature	White enamel	290	175.00
	Majestic—30-C	Circulation	Heater only	3,000	Automatic temperature	Gray enamel	36	56.50
	Majestic—50-C	Circulation	Heater only	5,000	Automatic temperature	Gray enamel	36	59.50
(Resistance Material: Chromalox)								
Phila. Electrical & Mfg. Co. 1234 North 31st St. Philadelphia, Pa.	R-45A	Storage	45 gal.	625-1,250	Automatic temperature	Ins. 2-tone green	500	
	R-45B	Storage	45 gal.	1,250-2,500	Automatic temperature	Ins. 2-tone green	500	
	R-30A	Storage	30 gal.	625-1,250	Automatic temperature	Ins. 2-tone green	400	
	R-30B	Storage	30 gal.	1,250-2,500	Automatic temperature	Ins. 2-tone green	400	
	R-18B	Storage	18 gal.	1,250-2,500	Automatic temperature	Ins. 2-tone green	325	
Red Spot Elec. Co., Inc. 4312 S. Tacoma Way Tacoma, Wash.	Red Spot (A.C.)	Circulation	Side arm only	600 to 10,000	1-heat switch	10 colors	3	22.50 to 27.50
	Red Spot—P	Circulation	Side arm only	600 to 1,000	None	Aluminum	4 1/2	12.00 to 13.00
	Red Spot—M	Insert	Insert	600 to 1,000	None	Aluminum	2	7.50 to 8.00
(Resistance Material: Nichrome)								
Safety Water Heater Co. 2234 Fullerton Ave. Chicago, Ill.	Radke Little Brute	Storage	10 gal.	1,500	Automatic temperature	Gray enamel insulated	150	115.00
	Radke	Storage	15 gal.	1,500	Automatic temperature	Gray enamel insulated	307	(220 v.) 125.00
	Radke	Storage	24 gal.	1,500 (220 v.)	Automatic temperature	Gray enamel insulated	320	(220 v.) 168.00
	Radke	Storage	40 gal.	(220 v.)	Automatic temperature	Gray enamel insulated		218.00
	Radke	Storage	60 gal.	(220 v.)	Automatic temperature	Gray enamel insulated		245.00
	Radke	Storage	60 gal.	(220 v.)	Automatic temperature	Gray enamel insulated		270.00

Manufacturer	Trade Name and Model	Type	Capacity of Tank	Wattage	Control	Finish	Shipping Weight Lbs.	Retail Price
Standard Electric Stove Co. 1714 N. 12 St. Toledo, Ohio	Standard—C-66	Circulation	6 gal.	660	1-heat switch	Gray and black	60 net	\$36.00
	Standard—C-136	Circulation	6 gal.	1,320	3-heat switch	Gray and black	70 net	44.00
	Standard—C-68	Circulation	8 gal.	660	1-heat switch	Gray and black	68 net	39.00
	Standard—C-138	Circulation	8 gal.	1,320	3-heat switch	Gray and black	80 net	47.00
	Standard—C-268	Circulation	8 gal.	2,640	3-heat switches	Gray and black	90 net	72.00
	Standard—C-1312	Circulation	12 gal.	1,320	3-heat switch	Gray and black	90 net	53.00
	Standard—C-2612	Circulation	12 gal.	2,640	3-heat switch	Gray and black	100 net	78.00
	Standard—C-6	Circulation	Side arm only for 8 gal. tank	660	1-heat switch	Black	28 net	16.00
	Standard—C-13	Circulation	Side arm only for 15 gal. tanks	1,320	3-heat switch	Black	32 net	26.00
	Standard—C-26	Circulation	Side arm only for 30 gal. tanks	2,640	3-heat switch	Black	50 net	47.00
	Standard—C-39	Circulation	Side arm only for 90 gal. tanks	3,960	3-heat switches	Black	60 net	62.00
	Standard—CA-26	Circulation	Side arm only	2,640	Automatic heater	Black enamel	120 net	80.00
	C A—2612	Combined	12 gal. tank	2,640				108.00
(Resistance Material: Chromel A, Nichrome IV)								
Strauss Mfg. Co. 740 37th St. Milwaukee, Wis.	Strauss	Circulation	Side arm only	3,000 or 5,000	Automatic temperature	Copper	70	88.00
	Strauss	Storage	12 gal.	3000 to 5000	Automatic temperature		150	125.00
	Strauss	Storage	18 gal.	3,000 or 5,000	Automatic temperature			135.00
	Strauss	Storage	30 gal.	3000 to 5000	Automatic temperature			175.00
	Strauss	Storage	50 gal.	3000 to 5000	Automatic temperature			220.00
(Resistance Material: Nichrome IV)								
Thermogray Co. Jefferson, Iowa	Thermogray	Storage	42 to 120 gal.	600 to 4,000	Automatic temperature	Pyroxilyn gray		133.00 to 182.00
The Voltex Generator Co., 400-8th St., Brooklyn, N. Y.	Voltex		30 gal.	5,000	Automatic temperature	Duco finish		180.00 to 390.00
Walker, Pratt Mfg. Co., Boston, Mass.	H—12	Circulation	Side arm only	1200	Non-automatic	Polished brass		45.00
	H—12S	Circulation	Side arm only	1200	Automatic	Polished brass		75.00
	H—24	Circulation	Side arm only	2400	Non-automatic	Polished brass		55.00
	H—24S	Circulation	Side arm only	2400	Automatic	Polished brass		85.00
	H—48	Circulation	Side arm only	4800	Non-automatic	Polished brass		75.00
	H—48D	Circulation	Side arm only	4800	Automatic	Polished brass		105.00
	H—72	Circulation	Side arm only	7200	Non-automatic	Polished brass		100.00
	H—72D	Circulation	Side arm only	7200	Automatic	Polished brass		130.00
	T—1220	Storage	20 gal.	1200	Automatic	Gray lacquer and enamel		160.00
	T—1242	Storage	42 gal.	1200	Automatic	Gray lacquer and enamel		210.00
T—2442	Storage	42 gal.	2400	Automatic	Gray lacquer and enamel		220.00	
H. G. Weeks Mfg. Co. Goshen, Ind.	Weeks—17	Circulation	Side arm only for 12 gal. tank	1,000	3-heat switch	Black enamel	38	43.00
	Weeks—27	Circulation	Side arm only for 20 gal. tank	2,000	3-heat switch	Black enamel	38	43.00
	Weeks—37	Circulation	Side arm only for 30 gal. tank	3,000	3-heat switch	Black enamel	38	43.00
Wesix, Incorporated Rialto Bldg. San Francisco Cal.	Wesix—30-3	Circulation	Side arm with 3 gal. auxiliary storage valve	3,000	Automatic temperature	Gray insulated	75	92.50
	Wesix—50-3	Circulation	Side arm with 3 gal. auxiliary storage valve	5,000	Automatic temperature	Gray insulated	75	95.00
	Wesix—60	Circulation	Side arm only	6,000	Automatic temperature	Gray insulated	55	80.00
	Wesix—50	Circulation	Side arm only	5,000	Automatic temperature	Gray insulated	45	59.00
	Wesix—30	Circulation	Side arm only	3,000	Automatic temperature	Gray insulated	45	55.00
	Wesix—20	Circulation	Side arm only	2,000	Automatic temperature	Gray insulated	40	52.50
	Wesix—10	Circulation	Side arm only	1,000	Automatic temperature	Gray insulated	35	44.25
	Wesix—7½	Circulation	Side arm only	750	Automatic temperature	Gray insulated	35	41.50
	Wesix	Storage	2 gal.	1,000	Automatic temperature	Gray insulated		50.00
	Wesix	Storage	4 gal.	1,000	Automatic temperature	Gray insulated		75.00
	Wesix—100	Circulation	Side arm	10,000	Automatic temperature	Gray insulated	75	130.00
	Wesix—70	Circulation	Side arm	7,000	Automatic temperature	Gray insulated	65	100.00
	Wesix—2	Storage	2 gal.	660	Automatic temperature	Gray insulated		65.00
	Wesix—4	Storage	4 gal.	660-1,000	Automatic temperature	Gray insulated		75.00
	Wesix—6	Storage	6 gal.	660-2,000	Automatic temperature	Gray insulated		85.00
Equipped with copper tanks.								
Wesix—IC-18-50	In. circu. storage	18 gals.	5,000 or less	Automatic temperature	Gray insulated		100.00	
Wesix—OC-10-50	External circulation storage	10 gals.	5,000 or less	Automatic temperature	Gray insulated	250	105.00	
Wesix—OC-18-50	External circulation storage	18 gals.	5,000 or less	Automatic temperature	Gray insulated	290	110.00	
Wesix—OC-24-50	External circulation storage	24 gals.	5,000 or less	Automatic temperature	Gray insulated	335	120.00	
Wesix—OC-32-50	External circulation storage	32 gals.	5,000 or less	Automatic temperature	Gray insulated	375	130.00	
Wesix—OC-42-50	External circulation storage	42 gals.	5,000 or less	Automatic temperature	Gray insulated	435	150.00	
Wesix—OC-52-50	External circulation storage	52 gals.	5,000 or less	Automatic temperature	Gray insulated	490	160.00	
Limitator valve—\$20.00 extra, provides for the maintenance of one-quarter, one-half or the entire tank continuously hot.								
All prices f.o.b. factory.								
D. D. Wessels and Sons Company 1625 East Euclid Ave., Detroit	Wessels	M.	Side arm only	3,000	Non-automatic	Gray enamel	75	38.00
	Wessels	M.	Side arm only	5,000	Non-automatic	Gray enamel	75	43.00
	Wessels	T.	Side arm only	3,000	Semi-automatic	Gray enamel	80	78.00
	Wessels	T.	Side arm only	5,000	Semi-automatic	Gray enamel	80	83.00
	Wessels	A.	Side arm only	3,000	Automatic temperature	Gray enamel	85	93.00
	Wessels	A.	20 gals.	3,000	Automatic temperature	Gray enamel	265	140.00
	Wessels	A.	30 gals.	3,000	Automatic temperature	Gray enamel	300	170.00
	Wessels	A.	42 gals.	3,000	Automatic temperature	Gray enamel	500	215.00
	Wessels	A.	66 gals.	6,000	Automatic temperature	Gray enamel	750	260.00
	Wessels	A.	82 gals.	6,000	Automatic temperature	Gray enamel	940	300.00
Westinghouse Electric & Mfg. Co. Merchandising Dept. Mansfield, Ohio	Adjustomatic WT—34-38	Storage continuous	18 gal.	3,000	Automatic adjustable temperature	Gray lacquer Nickel trim	284	140.00
	Adjustomatic WT—58	Storage continuous	18 gal.	5,000	Automatic adjustable temperature	Gray lacquer Nickel trim	284	142.50
	Auto. single temp. WT—134-138	Storage continuous	18 gal.	3,000	Automatic temperature	Gray lacquer Nickel trim	284	125.00
	Auto. single temp. WT—158	Storage continuous	18 gal.	5,000	Automatic temperature	Gray lacquer Nickel trim	284	127.50

Appliance Index, 1929-30

Water Heaters—Continued

Manufacturer	Trade Name and Model	Type	Capacity of Tank	Wattage	Control	Finish	Shipping Weight Lbs.	Retail Price
Westinghouse Elect. & Mfg. Co., —Continued	Adaptomatic WC-514-518	Storage continuous	30 gal.	Top 1,000 Bottom 1,000	Automatic temperature	Gray lacquer	365	\$130.00
	Adaptomatic WC-524-528	Storage continuous	30 gal.	Top 1,000 Bottom 1,500	Automatic temperature	Gray lacquer	365	130.00
	Automatic WC-414-418	Storage continuous	30 gal.	1,500	Automatic temperature	Gray lacquer	357	105.00
	Automatic WC-424-428	Storage continuous	30 gal.	2,000	Automatic temperature	Gray lacquer	357	105.00
	Adaptomatic WC-714-718	Storage continuous	52 gal.	Top 1,000 Bottom 1,000	Automatic temperature	Gray lacquer	440	150.00
	Adaptomatic WC-724-728	Storage continuous	52 gal.	Top 1,000 Bottom 1,500	Automatic temperature	Gray lacquer	440	150.00
	Automatic WC-614-618	Storage continuous	52 gal.	1,500	Automatic temperature	Gray lacquer	432	125.00
	Automatic WC-624-628	Storage continuous	52 gal.	2,000	Automatic temperature	Gray lacquer	432	125.00
	Adjustomatic CA-24-28	Circulation	Side arm only	2,000	3-heat switch with automatic temperature	Nickel plated	28	47.00
	Adjustomatic CA-44-48	Circulation	Side arm only	3,000	3-heat switch with automatic temperature	Nickel plated	30	51.50
	Adjustomatic CA-88	Circulation	Side arm only	5,000	3-heat with with automatic temperature	Nickel plated	34	58.50
	Non-Automatic CX-4-8	Circulation	Side arm	2,500	3-heat switch	Black	18	32.00
	Non-Automatic CX-64-68	Circulation	Side arm	3,500	3-heat switch	Black	22	34.00
	Non-Automatic CX-128	Circulation	Side arm	4,500	3-heat switch	Black	25	36.00
	Non-Automatic CX-188	Circulation	Side arm	6,000	3-heat switch	Black	30	39.00
	Non-Automatic DX-114-128	Circulation	Insert	600	1-heat switch	Black	6	11.00
	Non-Automatic DX-214-218	Circulation	Insert	750	1-heat switch	Black	6	11.00
	Non-Automatic DX-224-228	Circulation	Insert	1,000	1-heat switch	Black	6	11.00
(Resistance Material Corox.)								

Water Systems, Domestic

Model No.	Capacity, Gal. per Hr.	Cap. of Tank	Motor	Dimensions	Shipping Weight, Lb.	Price	Model No.	Capacity Gal. per Hr.	Cap. of Tank	Motor	Dimensions	Shipping Weight Lb.	Price
Dayton Dowd Co., Quincy, Ill.							The Duro Company, Dayton, Ohio						
CD-25.....	300	...	1	...	165	...	Automatic Water Systems						
CD-25.....	600	...	1	...	165	...	250-S Duromatic	250	10	...	30x23x12	110	\$88.50
CD-25.....	900	...	1	...	165	...	250-L Duromatic	250	20	...	32x32x14	135	98.50
CD-25.....	1,200	...	1	...	165	...	250-G Duromatic	250	40	...	40x36x16	145	105.00
CD-50.....	300	...	1	...	210	...	250-R Duromatic	250	60	...	42x40x20	180	111.00
CD-50.....	600	...	1	...	210	...	300-S Duromatic	300	10	...	30x23x12	110	100.00
CD-50.....	900	...	1	...	210	...	300-L Duromatic	300	20	...	32x32x14	135	110.00
CD-50.....	1,200	...	1	...	210	...	300-G Duromatic	300	40	...	42x36x16	145	117.00
CD-50.....	1,500	...	1	...	210	...	300-R Duromatic	300	60	...	42x40x20	180	123.00
CD-50.....	1,800	...	1	...	210	...	500-S Duromatic	500	10	...	30x23x12	145	125.00
CD-100.....	204	...	1	...	210	...	500-L Duromatic	500	20	...	32x32x14	160	135.00
CD-100.....	2,220	...	1	...	210	...	500-G Duromatic	500	40	...	42x36x16	170	141.00
CD-75.....	600	...	1	...	290	...	500-R Duromatic	500	60	...	42x40x20	210	147.00
CD-75.....	1,800	...	1	...	290	...	600-S Duromatic	600	10	...	30x23x12	165	141.00
CD-75.....	2,700	...	1	...	290	...	600-L Duromatic	600	20	...	32x32x14	180	151.00
CD-75.....	3,240	...	1	...	290	...	600-G Duromatic	600	40	...	42x36x16	190	157.00
CD-75.....	3,540	...	1	...	290	...	600-R Duromatic	600	60	...	42x40x20	230	164.00
CD-75.....	3,720	...	1	...	290	...	Y-250-AA-2.....	250	30	...	24x32x39	160	107.50
CD-75.....	3,840	...	1	...	290	...	Y-250-A-2.....	250	40	...	24x32x52	175	110.50
CD-100.....	600	...	1	...	320	...	Y-250-B-2.....	250	80	...	26x32x64	230	122.50
CD-100.....	1,920	...	1	...	320	...	Y-250-C-2.....	250	120	...	28x34x64	295	131.50
CD-100.....	2,400	...	1	...	320	...	Y-250-D-2.....	250	200	...	30x36x70	455	169.50
CD-100.....	3,000	...	1	...	320	...	Y-300-AA-3.....	300	30	...	29x32x39	180	119.50
CD-100.....	3,600	...	1	...	320	...	Y-300-A-3.....	300	40	...	29x32x52	194	123.50
CD-100.....	3,900	...	1	...	320	...	Y-300-B-3.....	300	80	...	29x32x64	260	135.75
CD-100.....	4,200	...	1	...	320	...	Y-300-C-3.....	300	120	...	29x36x64	325	145.00
CD-150.....	1,200	...	1	...	415	...	Y-300-D-3.....	300	200	...	30x44x70	485	183.75
CD-150.....	2,400	...	1	...	415	...	Y-300-E-3.....	300	300	...	36x50x70	625	224.50
CD-150.....	3,300	...	1	...	415	...	Y-500-AA-5.....	500	30	...	29x32x39	215	143.50
CD-150.....	4,200	...	1	...	415	...	Y-500-A-5.....	500	40	...	29x32x52	230	149.00
CD-150.....	5,100	...	1	...	415	...	Y-500-B-5.....	500	80	...	29x32x64	295	162.25
CD-150.....	5,700	...	1	...	415	...	Y-500-C-5.....	500	120	...	29x36x64	360	170.50
CD-150.....	6,000	...	1	...	415	...	Y-500-D-5.....	500	200	...	30x44x70	520	209.25
CD-150.....	6,300	...	1	...	415	...	Y-500-E-5.....	500	300	...	36x50x70	660	250.00
CD-150.....	6,420	...	1	...	415	...	Y-500-H-5.....	500	525	...	60x32x36 hrz.	895	301.00
CD-200.....	1,200	...	2	...	480	...	Y-600-AA-6.....	600	30	...	29x32x39	235	159.50
CD-200.....	2,700	...	2	...	480	...	Y-600-A-6.....	600	40	...	29x32x52	250	165.00
CD-200.....	3,900	...	2	...	480	...	Y-600-B-6.....	600	80	...	29x32x64	315	178.25
CD-200.....	4,800	...	2	...	480	...	Y-600-C-6.....	600	120	...	29x36x64	380	186.50
CD-200.....	6,000	...	2	...	480	...	Y-600-D-6.....	600	200	...	30x44x70	540	225.25
CD-200.....	7,200	...	2	...	480	...	Y-600-E-6.....	600	300	...	36x50x70	680	266.00
CD-200.....	8,400	...	2	...	480	...	Y-600-H-6.....	600	525	...	60x132x36	915	317.00
CD-300.....	1,800	...	3	...	575	...	Direct Service Pump—No Tank						
CD-300.....	3,600	...	3	...	575	...	Duro Y-250.....	250	...	1	10x24x26	70	78.00
CD-300.....	4,800	...	3	...	575	...	Duro Y-300.....	300	...	1	11x24x27	105	90.00
CD-300.....	6,000	...	3	...	575	...	Duro Y-500.....	500	...	1	12x25x29	135	114.00
CD-300.....	7,200	...	3	...	575	...	Duro Y-600.....	600	...	1	12x25x29	155	130.00
CD-300.....	8,400	...	3	...	575	...							
CD-300.....	9,300	...	3	...	575	...							

Water Systems, Continued

on second page following

BUSS LIGHTS

(The Handiest Light in the World)



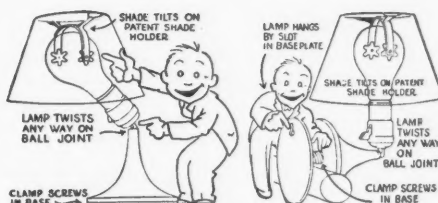
No. 3252



No. 3242

Wherever individual light is needed—the BUSS will fit

BUSS Light provides the dealer with an article having an unusual combination of beauty and usefulness. There are seven models in colorful translucent or metal shades to suit any taste, any use or any room. Decorated models retail at \$3.00, plain model at \$2.00.



Distinctive features make BUSS Light outsell ordinary small lamps

BUSS Light has a shade holder that grips bulb so shade can be tilted in any position. Patent ball joint permits bending neck of lamp in any direction. The base plate screws out to form a clamp which holds on anything round or flat up to 2½ inches. May be hung by a slot in base on hook or nail. Hugs wall like a permanent fixture. Each light complete with extra long (9 ft.) cord separable plug.



Colorful New Gift-Display Boxes opens way to new sales

All \$3 model Buss Lights are now put up in modernistic new boxes that wrap them in an atmosphere of charm and beauty. They make Buss Light more appropriate than ever as a gift and offer an opportunity for an endless variety of colorful sales creating displays.

Dealers having old style boxes in stock can get a set of these new covers for display purposes upon request.

BUSS FUSES

Electricity's Safety Valve



Buss Non-Renewable Fuses give unusual service

Buss design is such as to make this the coolest operating fuse on the market and enables us to guarantee that with good contact, each and every BUSS fuse will operate at any overload without burning or charring the fibre tube, and will not blow prematurely.

For protection under most unusual conditions an even greater degree of safety than Underwriters' requirements is made positive through the use of heavy brass caps and tight fitting heavy wall tubes.

The BUSS Label wraps completely around the fuse tube and cannot fall off. Thus the capacity of a BUSS fuse is always known. Amperage is also stamped on the cap.



It's just "good business" to handle plug fuses the BUSS way

Buss originated the 5-at-a-time box to help the dealer sell 5 fuses instead of one or two, and therefore, make more profit. Customers prefer BUSS Fuses because guaranteed clear window makes blown fuse easy to spot even when the light is poor—and information on box tells customer what to do when fuses blow.

Dealers can get a Buss Merchandising Stand which keeps entire store stock neatly arranged and is like a little billboard on the counter always selling fuses. It makes many a sale otherwise missed.



Low cost electrical protection with BUSS Renewable Fuses

BUSS Renewable Fuses in the hands of thousands of users have demonstrated their ability to give dependable protection at lowest cost. Just compare BUSS with any others and your own good judgment will suggest the use of BUSS Renewable Fuses, for by doing so, time, trouble and money are saved—and the otherwise everpresent menace of costly shutdowns due to needless blowouts are avoided.

Ask your Jobber Salesman about Buss Products or write direct to Bussmann Mfg. Co., St. Louis, Mo.

Appliance Index, 1929-30

Water Systems—Continued

Model No.	Capacity Gal. per Hr.	Cap. of Tank	Motor	Dimensions	Shipping Weight Lb.	Price
Fairbanks-Morse & Co., Chicago, Ill.						
<i>Type B—No. 6—6 in. Stroke</i>						
Depth to Water, Feet						
23-53.....	275	...	1
-63.....	104	...	1
-73.....	415	...	1
-133.....	180	...	1
-142.....	415	...	1
-150.....	275	...	1
<i>No. 9—9 in. Stroke</i>						
23-63.....	625	...	1
-73.....	1,160	...	2
-133.....	865	...	2
-142.....	425	...	1
-161.....	1,160	...	3
-220.....	625	...	2
-245.....	865	...	3
-268.....	270	...	1
<i>No. 12—12 in. Stroke</i>						
23-50.....	1,500	...	2
-80.....	1,865	...	3
-90.....	1,160	...	3
-120.....	1,500	...	3
-135.....	875	...	2
-150.....	1,160	...	3
-158.....	1,815	...	3
-184.....	625	...	2
-207.....	1,500	...	2
-214.....	875	...	3
-258.....	1,160	...	3
-293.....	625	...	3
-297.....	425	...	2
-370.....	875	...	5
<i>Type DC—4 in. Stroke</i>						
23-45.....	130	...	1
-100.....	75	...	1
<i>5 in. Stroke</i>						
23-45.....	260	...	1
-100.....	165	...	1
-155.....	95	...	1
-45.....	375	...	1
-100.....	260	...	1
-155.....	165	...	1
-220.....	95	...	1
<i>8 in. Stroke</i>						
23-70.....	740	...	2
-125.....	530	...	2
-190.....	365	...	2
-280.....	203	...	2
-45.....	1,240	...	3
-70.....	1,010	...	3
-125.....	740	...	3
-190.....	530	...	3
-280.....	365	...	3
No. 5533.....	210	21 high	120	...
5534.....	420	21 high	150	...
.....	19 in dia.	150	...

Fort Wayne Engineering & Mfg. Co., Fort Wayne, Ind.

Shallow Well

Paul Commander, 444L.....	215	...	1	33x15x24	150
Direct service without tank.						
Paul Bulldog, 777	200	10	1	38x30x28	200
Paul Type "U.S."						
950 U.S.....	200	30	1	36x26x24	225
951 U.S.....	200	50	1	55x28x36	300
960 U.S.....	225	30	1	36x26x34	230
961 U.S.....	225	50	1	55x28x36	305
800 U.S.....	300	30	1	37x30x38	280
801 U.S.....	300	50	1	43x32x42	330
821 U.S.....	400	30	1	37x30x38	300
820 U.S.....	400	50	1	43x32x42	350
Paul Type "K"						
931-K.....	50	1	1	54x27x32	270
952-K.....	200	1	1	66x27x32	340
953-K.....	100	1	1	66x27x34	345
954-K.....	120	1	1	66x30x36	375
961-K.....	50	1	1	54x27x32	290
962-K.....	225	80	1	66x27x32	355
963-K.....	100	1	1	66x27x34	370
964-K.....	120	1	1	66x30x36	390
801-K.....	50	1	1	54x51x56	380
802-K.....	300	80	1	66x51x56	435
803-K.....	100	100	1	66x51x58	450
804-K.....	120	1	1	66x51x60	470
821-K.....	50	1	1	54x51x56	390

Fort Wayne Engineering & Mfg. Co.,—(continued)

822-K.....	400	80	1	66x51x56	455
823-K.....	100	100	1	66x51x58	470
824-K.....	120	120	1	66x51x60	490
Paul Type "K"—Direct Service—No Tank						
95-KM.....	200	...	1	25x31x11	135
96-KM.....	225	...	1	25x31x11	140
80-KM.....	300	...	1	28x51x20	240
82-KM.....	400	...	1	28x51x20	250
Paul Type "G"						
85-GM.....	600	...	1	39x59x21	465
83-GM.....	800	...	1	39x59x21	480
84-GM.....	1,500	...	2	45x69x25	775
Deep Well						
Paul Type "US"						
480-US-48-J.....	120	30	1	36x32x36	310
490-US-49-J.....	120-160	30	1	36x32x36	320
500-US-50-J.....	165-220	50	1	42x38x44	500
505-US-505-J.....	165-330	50	1	42x38x44	510
Paul Type "J"						
481-J-48-J.....	120	50	1	54x24x30	340
482-J-48-J.....	120	80	1	66x24x36	405
483-J-48-J.....	120	100	1	66x24x36	420
484-J-48-J.....	120	120	1	66x24x42	430
491-J-49-J.....	120-160	50	1	54x24x30	355
492-J-49-J.....	120-160	80	1	66x24x36	420
493-J-49-J.....	120-160	100	1	66x24x36	435
494-J-49-J.....	120-160	120	1	66x24x42	445
501-J-50-J.....	165-270	50	1	54x36x42	450
502-J-50-J.....	165-270	80	1	66x36x48	515
503-J-50-J.....	165-270	100	1	66x36x48	530
504-J-50-J.....	165-270	120	1	66x36x54	540
5051-J-505-J.....	165-333	50	1	54x36x42	470
5052-J-505-J.....	165-333	80	1	66x36x48	535
5053-J-505-J.....	165-333	100	1	66x36x48	550
5054-J-505-J.....	165-333	120	1	66x36x54	560
Paul Type "J"—Direct Service—No Tank						
48-JM-48-J.....	120	...	1	20x23x12	210
49-JM-49-J.....	120-160	...	1	20x23x12	225
50-JM-50-J.....	165-270	...	1	36x34x15	315
505-JM-505-J.....	165-330	...	1	36x34x15	335
51-JM-51-J.....	300-445	...	1	50x44x24	650
53-JM-53-J.....	400-595	...	1	50x44x24	680
54-JM-54-J.....	680-1260	...	2	66x58x28	1250
56-JM-56-J.....	815-1950	...	3	66x58x28	1300

Gould's Pumps, Inc., Seneca Falls, N. Y.

Ever-Oiled

W-40.....	210	...	1	30x29x12	150	\$79.50
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George D. Roper Corp., Rockford, Ill.

861.....	250	6	1	30" high	83	45.50
862.....	500	10	1	42" high	100	75.00
863.....	250	6	1	20" high	83	48.60
864.....	500	10	1	42" high	100	78.10
371B.....	250	42	1	44" high	190	54.50
371B.....	500	42	1	44" high	200	80.00
371B.....	250	...	1	18" high	65	42.20
371B.....	500	...	1	18" high	75	65.00
371EC.....	250	...	1	18" high	65	75.70
371EC.....	500	...	1	18" high	75	100.25
371E.....	250	85	1	68" high	350	93.35
371E.....	500	85	1	68" high	360	120.60
371CAB.....	250	...	1	9" high	60	33.25
371CAB.....	500	...	1	9" high	65	51.00
371EAB.....	250	...	1	9" high	60	66.75
371EAB.....	500	...	1	9" high	65	86.25
371D.....	250	...	1	6" high	12	10.00
371D.....	500	...	1	6" high	17	14.00
1106.....	1	20" high	215	33.35
1106M.....	1	28" high	240	58.65
1106M.....	1	28" high	250	63.65
1106M.....	1	28" high	250	63.65
1106M.....	1	28" high	250	69.75
1106E.....	1	37" high	275	92.45
1106E.....	1	37" high	285	98.45
1106MA.....	...	42	1	44" high	365	89.80
1106MA.....	...	42	1	44" high	365	100.00
1106EA.....	...	85	1	68" high	475	128.95
1106EA.....	...	85	1	69" high	485	134.95

Westinghouse Elec. & Mfg. Co., Mansfield, Ohio.

Type, AR.....	300
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M

\$79.50

45.50
75.00
48.60
78.10
54.50
80.00
42.20
65.00
75.70
100.25
93.35
120.60
33.25
51.00
66.75
86.25
10.00
14.00
33.35
58.65
63.65
63.65
69.75
92.45
98.45
89.80
100.00
128.95
134.95

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